

GULF STATES UTILITIES COMPANY

# Plain Talks

NOVEMBER-DECEMBER, 1953

3000 Gulf Coast Families  
have been told the story of  
**THE HEAT PUMP**

See Pages 2-3-30-31





**W**HEN they got down to the business of selecting a queen for this year's Yambilee festival at Opelousas, the nation's yam capital, they did a bang-up job. Seen here shortly after her coronation is Miss Janet Rauschenberg, 17-year-old daughter of E. "Bully" Rauschenberg, veteran general line foreman for Gulf States at Lafayette. A freshman at Southwestern Louisiana Institute, Janet is majoring in home economics, and the vivacious smile she's sending your way typified the spirit of the up-and-coming festival over which she reigned.

BEAUMONT ENTERPRISE PHOTO  
BY VANCE



## HOW TO MAKE . . .

# \$500 Million a Year

EVERY now and then a brief news item pops up about someone vainly trying to sell dollar bills at reduced prices. The reason these peddlers can't sell their dollar bills is because people are skeptical of such obvious "give-away" bargains. They know you can't get something for nothing! The bills, however, turn out to be good U. S. \$1 bank notes, for the scheme is usually just a test of people's cynicism.

Recently two well-known Americans—successful, brilliant, highly respected and honest—submitted recommendations that would be much greater bargains than 98c dollars, or even 50c dollars. In fact, they offered Americans among other things the "super-doooper" bargain of \$500 million a year in one deal alone—absolutely FREE!

These men, former President Herbert Hoover and present Secretary of Defense Charles E. Wilson, proposed that our government denationalize its socialistic investments in business enterprises by selling such holdings to private investors. Immediately upon adoption of such a plan the national debt would be reduced and the properties involved would henceforth be operated more efficiently.

After Mr. Wilson suggested the plan the government did sell a barge line and, as we in this area know, some of the federally-owned rubber plants in this section were put up for bids. The biggest investment of all, however, the government's electric power business, remains on the books—a debit to taxpayers as long as it stays there.

It is through the sale of this power business to American investors that the U. S. Treasury can save \$500 million annually, since this is the bond interest on the estimated \$27 BILLION our government now has invested in electric power projects. Investors have shown both the willingness and the ability to invest millions in the electric industry. All they need is the opportunity.

Ironically, however, the taxpayers—like the folks offered the bargain dollars—don't realize what a genuine bargain this is. The taxpayers haven't shown nearly the interest this important idea merits.

In a recent speech on the subject, Mr. Hoover stated these interesting figures: "In the last fiscal year the private enterprise utilities paid over \$750 million taxes to the Federal Government and nearly \$470 million to the state and local governments. The actual FEDERAL ELECTRICAL ENTERPRISES PAID LESS THAN \$5 MILLION TOWARD STATE AND LOCAL TAXES."

When one stops to consider that these federal enterprises pay no taxes to the federal government, he can begin to see how much it is costing him for socialistic planners in our government to put him and all taxpayers in the electric power business.

Here's more food for thought brought out by Mr. Hoover. The Federal Government now has about 15 million horsepower in generating capacity, or about 12 per cent of the utility generating capacity. (The previously mentioned tax figures are based on these statistics.)

This is bad enough, BUT there are federal generating plants in construction or authorized that will bring the total capacity up to 37 million horsepower, or from 20 to 25 per cent of the electric utility capacity of the nation. The cost of building this capacity alone will be about 10 to 11 BILLION DOLLARS—and you the taxpayer will foot the bill. Moreover, on top of the \$500 million a year you are already paying as bond interest there will be \$200 million MORE.

If we could put the denationalization plan into effect at once, besides halting this socialistic trend, here is the difference in money such a move would make to American taxpayers:

Instead of paying \$500 million in bond interest this year we would pay nothing. Wow! Imagine making \$500 MILLION a year! But there's more. Instead of investor-owned utilities paying \$750 million to the federal government in taxes they would be paying \$840 million plus \$530 million to state and local governments, OR A TOTAL OF \$150 MILLION MORE THAN THEY ARE PAYING AT PRESENT.

Figure it out. It seems that Mr. Wilson and Mr. Hoover have really got something. And if we're half as smart as we tell the world we are, we ought to DO something about it!

# Plain Talks

A magazine for employees of  
Gulf States Utilities Company

Beaumont, Texas

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# *Tailor - Made Weather*

ADAPTED FROM A TALK ON THE HEAT PUMP BY DIRECTOR OF COMMERCIAL SALES C. B. BARRON.

NO longer true is Mark Twain's oft quoted statement, "Everybody talks about the weather, but no one ever does anything about it." The scientists who keep busy researching, experimenting and building new electrical devices for better living have taken care of the situation — and how!

The answer to thousands of wishes for some kind of weather we don't at the moment have, is contained in a "packaged" electrical device called the "heat pump,"—a unit already known to many Gulf Staters from pleasurable experience. The heat pump, although not a new idea, is the newest and most sensational thing to hit the electrical appliance field in many years. This magical piece of equipment can heat or cool a building, filter the air, keep out noises and control the humidity—all of which it does automatically, and regardless of the outside weather conditions. All you do is set a thermostat and flip a switch.

Now, after years of testing and development this Aladdin-like equipment, that needs neither fuel nor attention, can be purchased for use in a residence, a commercial establishment or an industrial plant.

## **Idea Isn't Novel**

The heat pump principle, known to engineers since Lord Kelvin, a British scientist, developed it 101 years ago, is the same used in a common electrically operated refrigerator. In a refrigerator a small electric motor compresses a gas, called the refrigerant, and passes it through condensing coils. Here the gas is cooled by air and becomes a liquid. Through pipes and an expan-

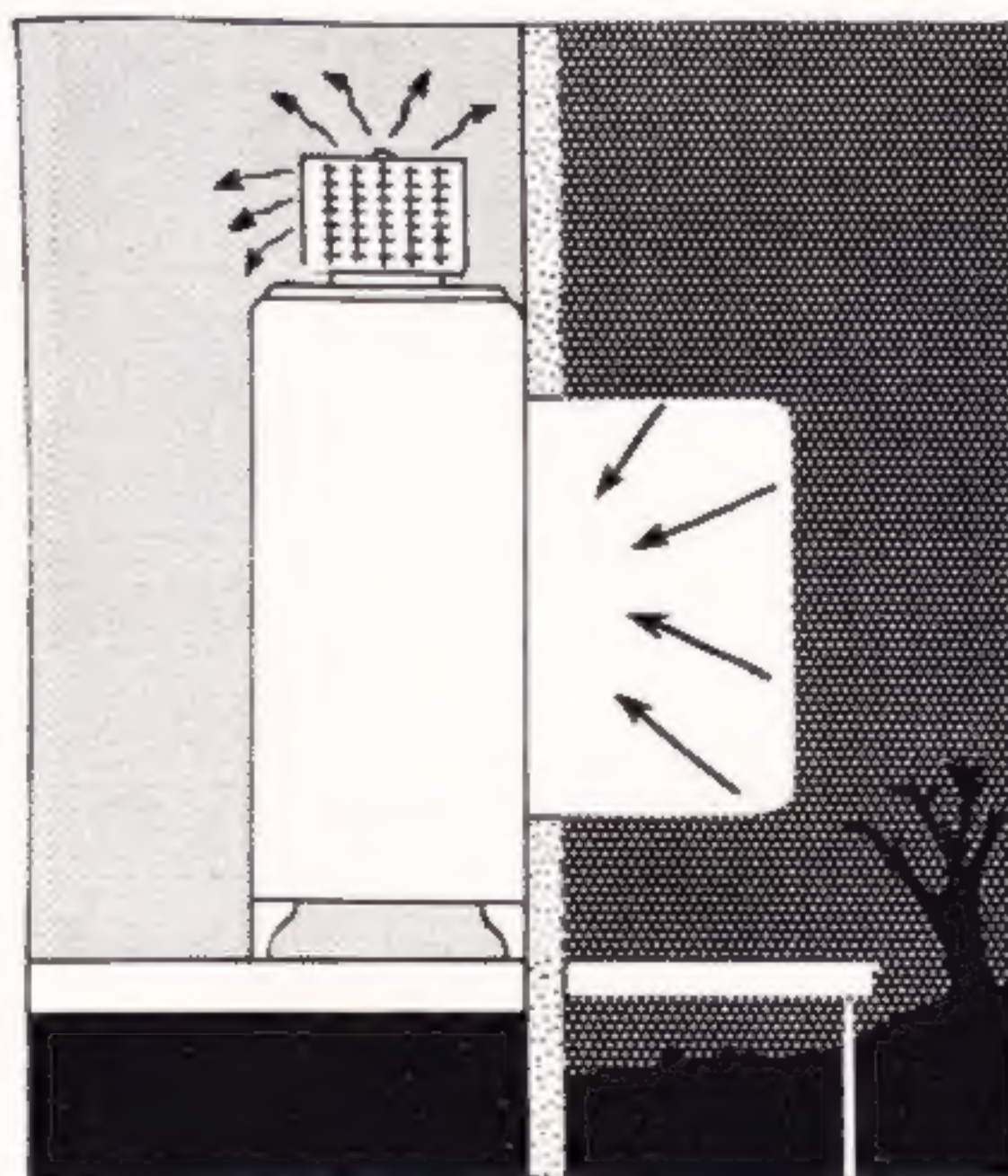
sion valve it is released in the evaporator, called the freezing unit, where it changes back into a gas. As it expands in the evaporator it becomes very cold and draws heat from the refrigerator much as a sponge sucks up water. This heat is taken by the gas as it goes back to the compressor to begin the cycle all over again. The heat is dissipated through the condenser coils into the air.

Carrying the refrigerator illustration a bit further we could give an example of the heat pump like this: Just imagine your refrigerator located so that its open door is placed against an

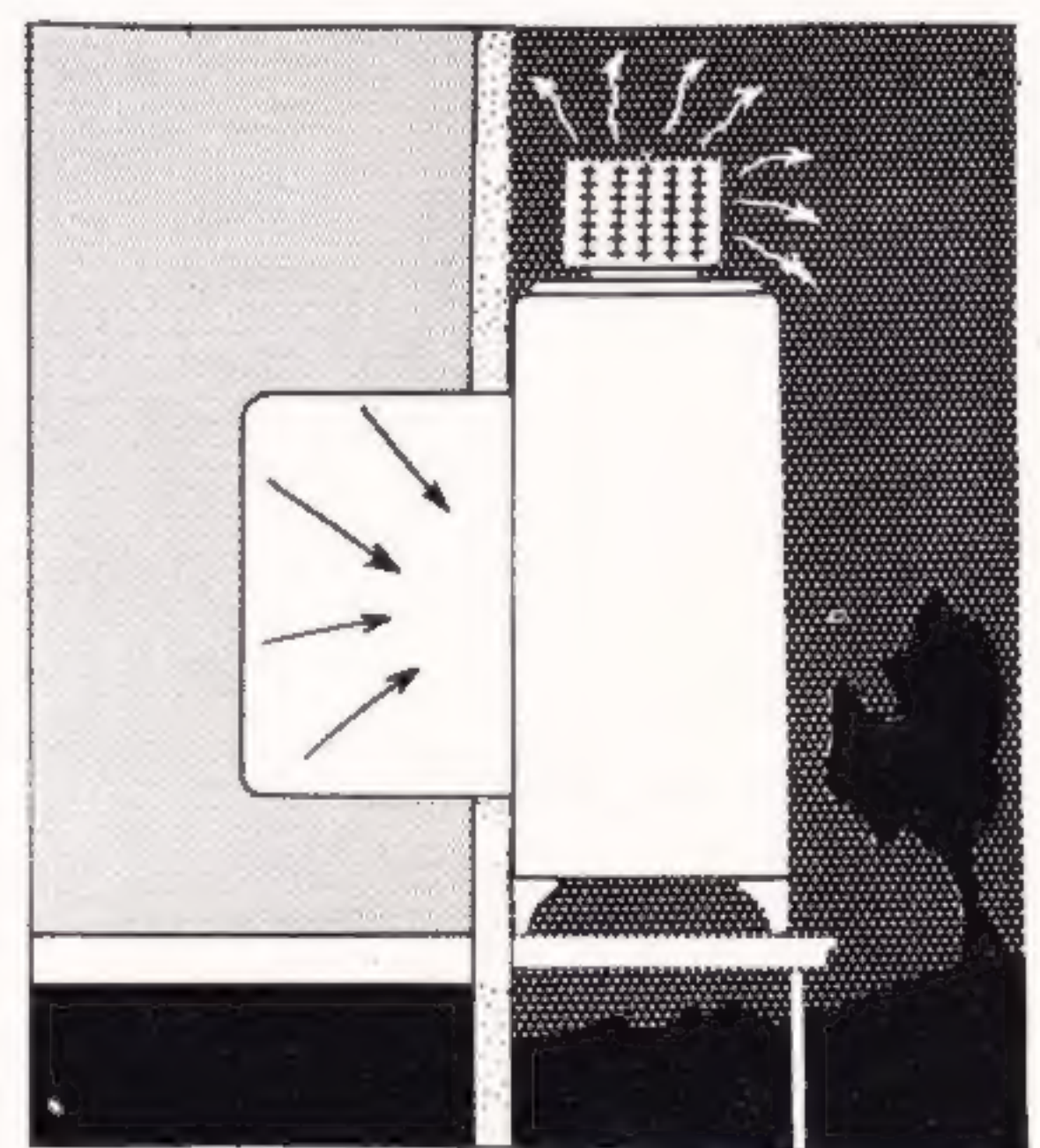
open window. Then heat removed from the outdoor air (heat can be taken from very cold air) by the refrigerator evaporator is released from the condenser into the house, warming the rooms. For cooling, the refrigerator could be placed outside the house with its open door against the same window. The heat removed from the house by the evaporator would then be dissipated outdoors through the condenser. Of course, the domestic refrigerator is not designed for this use; its capacity would be much too small and its operating costs too high.

The heat pump is simply a refrigera-

The heat pump in principle is very similar to that of the conventional electric refrigerator. The illustrations below provide a good example of how the heat pump operates, assuming the refrigerator in the drawing to be a heat pump.



**WINTER-** House is warmed by heat taken from outside air.



**SUMMER-** House is cooled by dissipating heat to outside air.



tion system so arranged that advantage may be taken of the cooling characteristics of the refrigerant evaporator, or the heat dissipation from the condenser. To heat or cool a building, a refrigeration circuit must be provided so that when heating is required, heat is delivered to the building from a coil operating as a condenser, and when cooling is called for, the heat is removed through a coil operating as an evaporator.

The coil operating as an evaporator in the winter and as a condenser during the summer can be located in any heat source. Three heat sources presently in use are: the earth, well water, and outdoor air; each having certain advantages and disadvantages. The temperature of this heat source directly affects the efficiency and resulting economy of the unit.

#### Air Is Best Here

The heat source which seems to be most favorable for packaged units from an over-all standpoint is the atmosphere. This is particularly true here in the comparatively mild wintered Gulf Coast area. The prime advantages are that air is universally available, is easy to pump, and is relatively predictable.

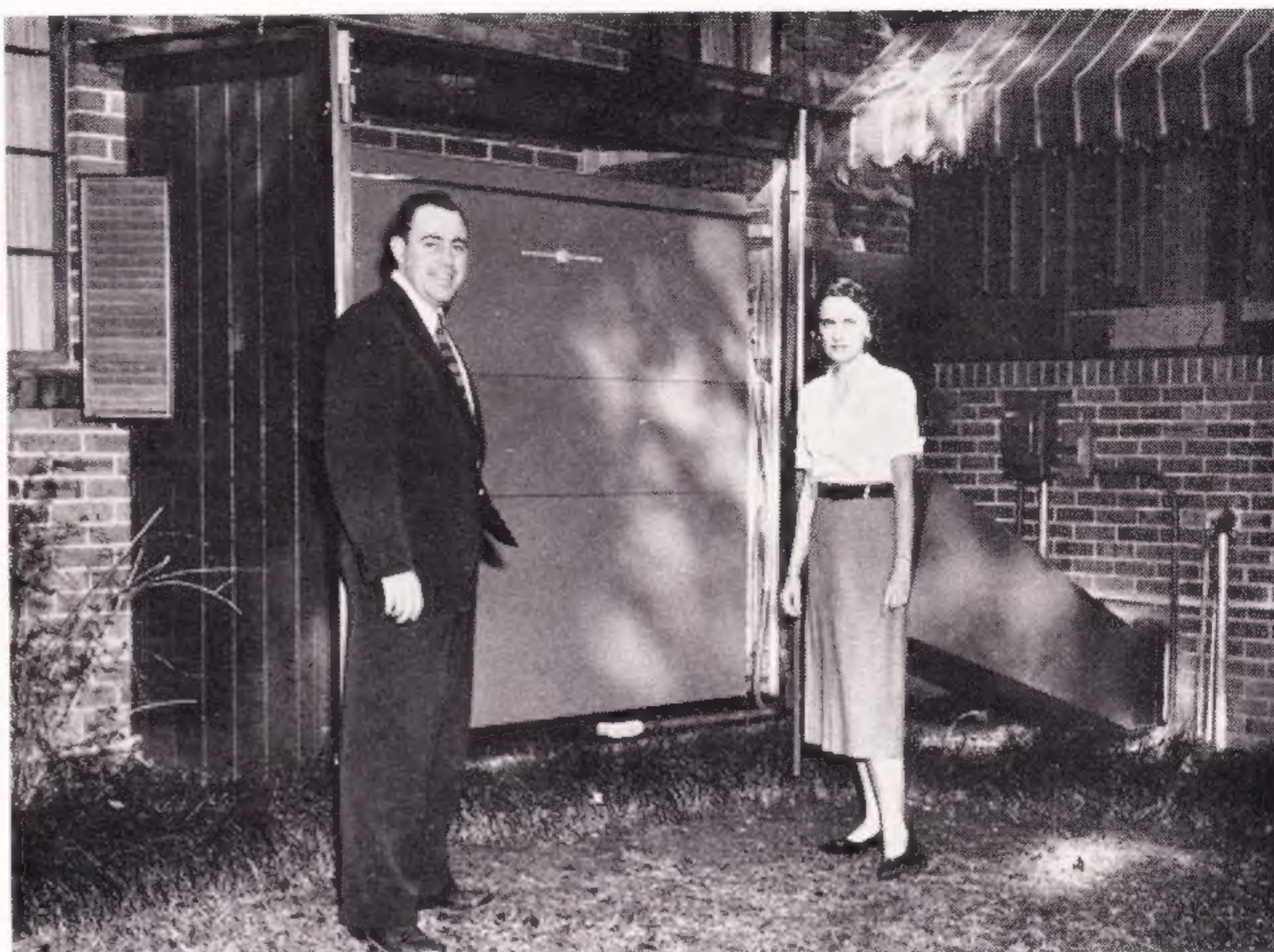
If the earth is used as a heat source a grid of pipes must be laid under the ground, and deep enough so that they are not affected by the prevailing surface temperature. If water is used it must be brought from wells or a stream or body of water to the heat pump unit. In sections of the country where temperatures annually drop below zero, earth or water systems are better than air.

Gulf States has one large deep well type installation heating and cooling its Beaumont Service Center and five smaller well type installations in local or district offices throughout the system. Two air to air type installations are also in use in the company. Several medium size offices and some residences are also operating in the system. The Service Center unit was installed when the building was constructed in 1950.

Because air, water and the earth are ever-present and are not "consumed" the heat pump is called a "fuel-less" heating and cooling plant. Because there is no flame and consequently no smoke nor fumes and no fuel residue, it has particular advantages for home owners.

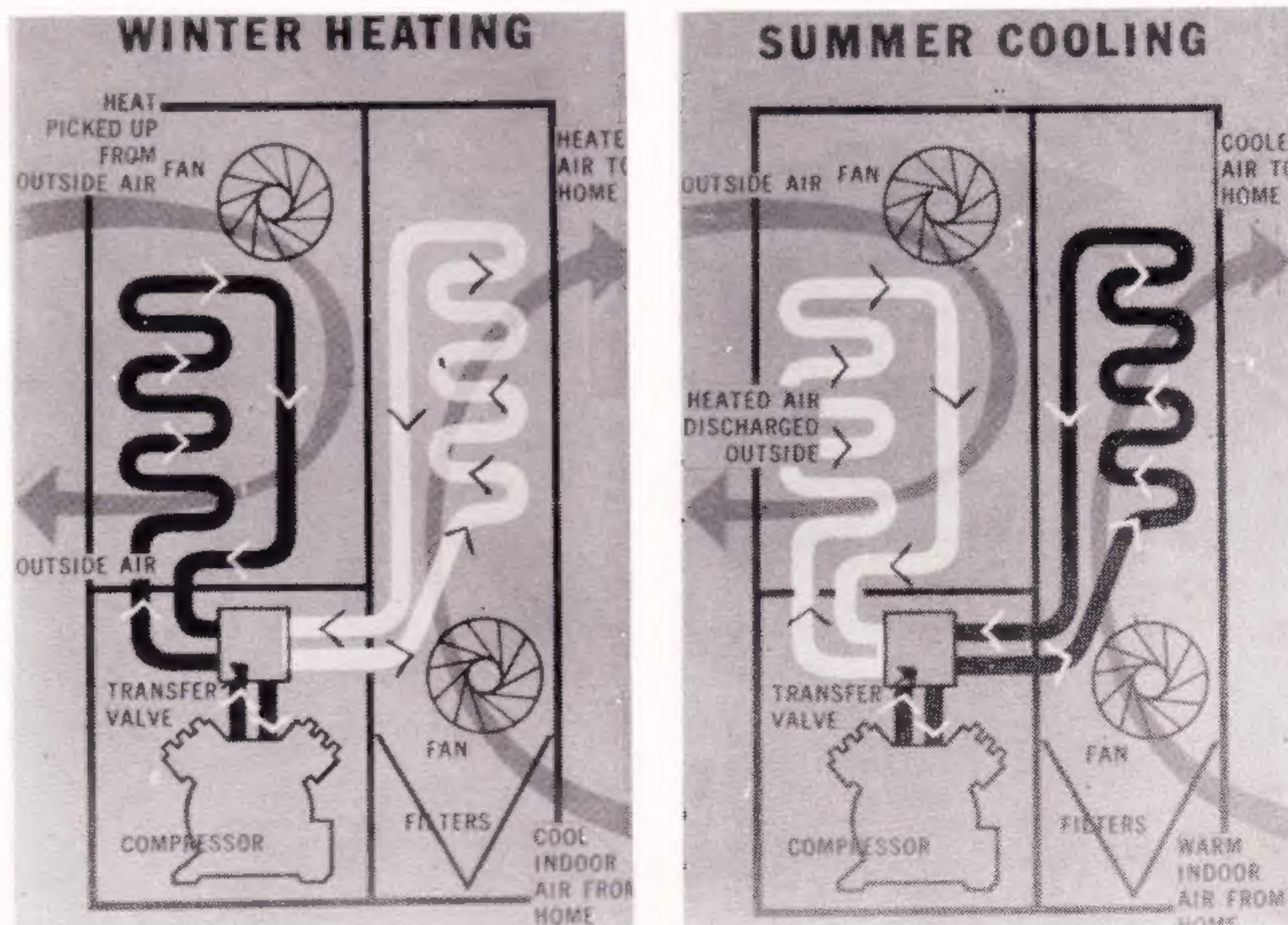
It is recognized that the pump could not directly compete with conventional

## Compact and enclosed . . .



The heat pump is a compact and completely enclosed piece of equipment, as this picture of a typical installation shows. The approximate measurement of this unit, a five-ton installation, is six feet high, six feet wide and two and one-half feet deep. At lower right can be seen the duct entrance which carries the warm or cool air into the home. This unit furnishes year-round weather conditioning for the Baton Rouge home of Dr. and Mrs. Charles McVea. Mrs. McVea stands with Gulf Stater Jim Stelly, who helped with installation plans, at the rear of her home where the heat pump was located.

## . . . here is what's inside.



The diagrams above illustrate the working mechanism of the heat pump.

(Continued on Page 30)



**G**ENERATING electricity and delivering it to the customer is an electric utility company's main job—but not the only one. It's also necessary to "follow through" with specialized aid in many cases before the customer can get the maximum benefit from his electric service. Along Gulf States' 10,000 miles of lines in Louisiana and Texas, the public daily receives assistance and advice on matters ranging from baking a cake to powering an industrial plant, from lighting a gymnasium to drying a rice crop.

The Gulf States farm representative enters the picture in the latter category. All told there are seven of them, including Director of Agriculture Services Lamoyne Goodwin. They are located in Navasota (Vic Norvell), Beaumont (Aubrey Sprawls and Malcolm "Squirt" Williams), Lake Charles (Charlie Glass), Lafayette (Jim Richardson) and Baton Rouge (Dick Krouse).

What does their work involve? Spend a day with James A. "Jim" Richardson in the Company's Lafayette district of Lake Charles Division and you'll get an idea. A 26-year-old LSU agricultural engineering graduate from Crowville, La., he's been with Gulf States since 1950. He has worked in his present district since September, 1951. Jim is an ex-serviceman (the navy) and lives with his wife, Marie, and their 19-month-old son on Lee Avenue in Lafayette.

#### **Roads, Roads, Roads**

He covers parts of six parishes — Lafayette, St. Landry, Acadia, St. Martin, Iberia and Vermilion — which lie in Louisiana's colorful and historical "French country." (The Lafayette telephone directory, for instance, lists some 225 Broussards, as compared with only 15 to 30 each for Smiths, Browns, Johnsons or Joneses, and such pioneer Louisiana family names as Landry, Guidry, Mouton and Comeaux also outnumber them by good margins.)

Another unusual aspect of Jim's territory is that it isn't wrapped up in a neat package. It lies in a section where Gulf States, Central Louisiana Electric Company and Southwest Louisiana Electric Membership Corporation (an REA cooperative) border one another. A number of towns in the area have municipally-operated power plants. On some occasions the irregular lay of land and lines require him to drive 150 miles to call on a dozen farms or agricultural processing plants which, as a crow flies, actually aren't too widely separated.



Jim Richardson of Lafayette, one of the seven men in the Company's farm department, begins his "Gulf Stater's Day" with paper work in the office.

## **a Gulf Stater's Day**

# **FARM REPRESENTATIVE**

From the agriculture standpoint, however, the most noticeable quality of Jim's territory is extreme crop diversification. It is perhaps as striking here as in any comparable section of the United States. Rice, beef cattle, cotton, sweet potatoes, dairying, commercial nurseries, poultry, sugar cane and the famed Louisiana tabasco peppers all are important sources of income for the district. Jim must be familiar with needs and problems of each.

#### **Help Where It's Needed**

In addition to giving help directly to farmers, he works closely with such "service agencies" for the farmer and his family as the county extension offices and vocational agriculture classes in the schools. Youth work is important in the Gulf States farm program; young people in the process of learning about agriculture want new ideas as well as the older, established fundamentals. Jim stages demonstrations on farm wiring, electric-lamp brooding for poultry, upkeep of electrical equipment and other subjects whenever he has a chance. He says young audiences are eager to learn about labor-

and money-saving electrical devices.

"When I started to work here," he recalls, "this type of service was new locally. I wasn't sure exactly what we had to offer, and I wasn't sure the farmers would want it. But in the last two years I've really seen a change. When they think of electricity they think of us, and they don't hesitate to ask for help now that they know it's available." He's still the only agricultural engineer in the area serving farmers' electrical needs.

Pictures on these pages show some of the visits Jim made one day not long ago. He suggested new and improved applications of electricity in some cases. In others, he checked to see that existing applications were giving good service. Sometimes he simply stopped by to make friends and establish in the customer's mind that he was available when and if needed. Whatever his reason for calling, he left the impression that Gulf States is ready, willing and able to give the farmer the same dependable service enjoyed by Gulf States residential, commercial and industrial customers in the cities and towns.

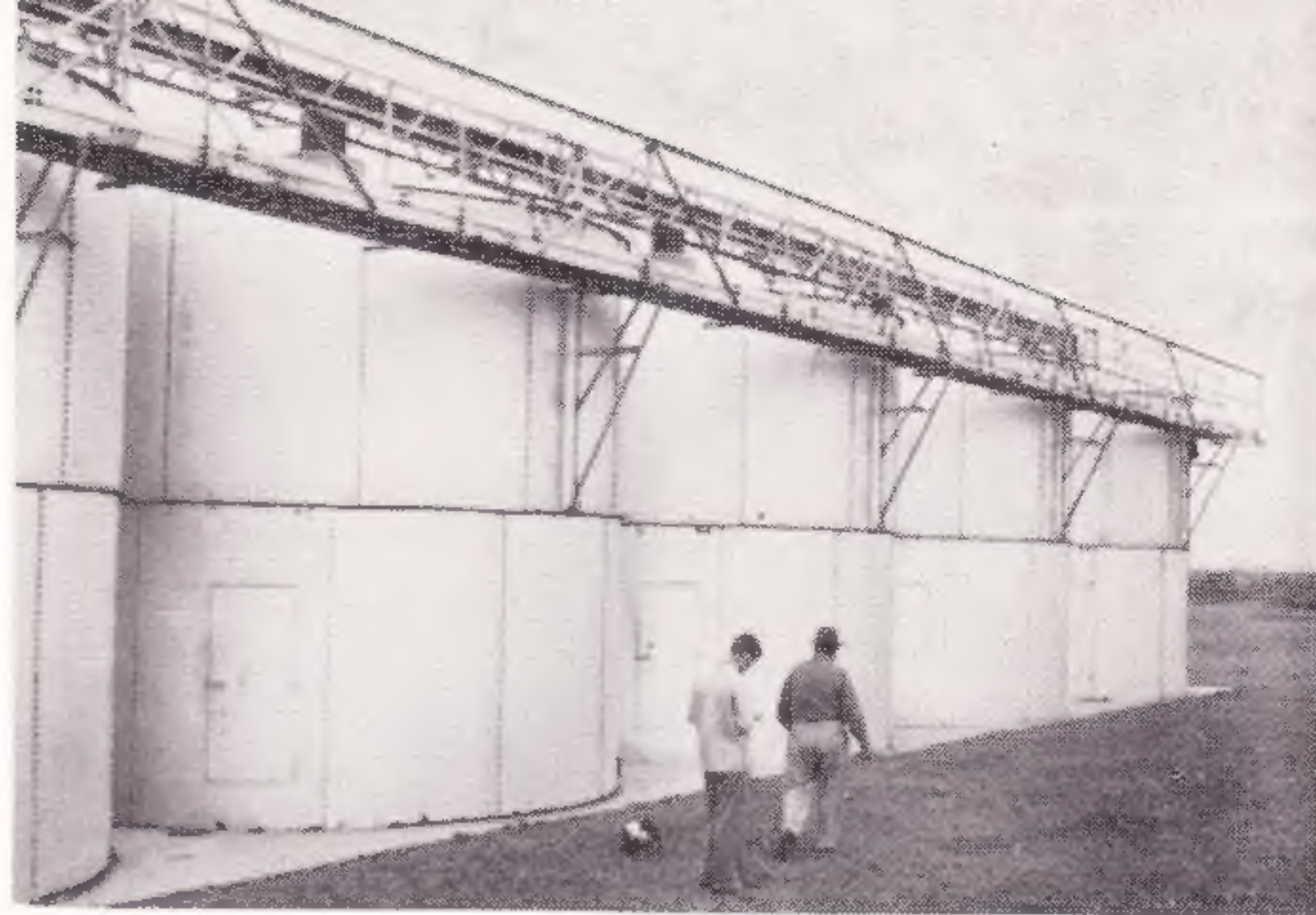




**A**T RIGHT, Jim talks with dairyman David Colligan at the site of his pasture irrigation well, which is powered by a 10-horsepower electric motor. Dry weather is not much of a problem to Mr. Colligan, as the well easily irrigates 60-70 acres of pasture for his cows. He also has irrigated sweet potatoes with good results. The stream of water runs out at the rate of about 200 gallons per minute.



**P**OLE metering has been utilized on the farm of Alcide Romero, above. Service goes from the central point to house, barn, shops and other buildings. One big advantage: if the farmer's house should catch fire, there's no chance that his well motor and pump would be knocked out of action, shutting off water supply.



**T**ROUBLE with pulleys on an electric motor at rice farmer N. C. Zaunbracher's bin-type dryer brings Jim to the installation. After gathering information about the problem, he promised to return with special equipment and see if performance can be improved. Mr. Zaunbracher has a fully-automatic, "push-button" setup that dries his crop with savings in time and labor. An auger conveyor greatly speeds handling the rice.



**F**ARMERS look to their county agents for help and advice on a wide variety of matters, and Gulf States farm representatives keep in close touch with them. Here Jim visits with H. A. Firmin, associate county agent of Acadia Parish, in his office in the courthouse at Crowley. The agents can count on GSU "farmers" for aid on nearly all aspects of farm electrification. One of the important ways in which they help the average farmer is by spreading the word about safe, practical wiring methods. As graduate agricultural engineers, they often pass along valuable technical information that can make the farm a much safer and more efficient place.

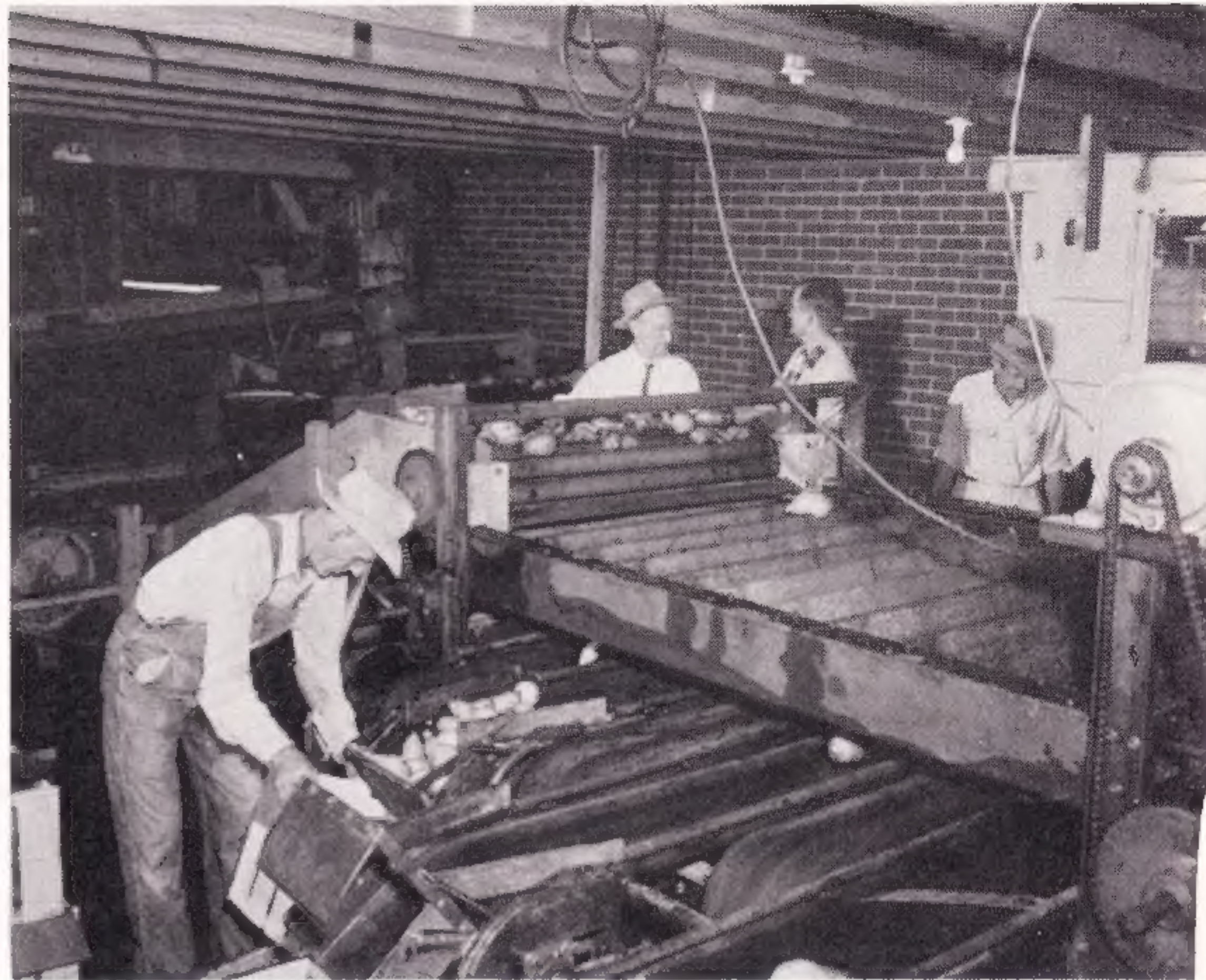




## Covering the territory . . .



**N**ORTH of Rayne, Jim catches Dewitt Link at work in the fields on a tractor and stops to pass the time of day. Mr. Link, who produces rice and cattle, has had wells on GSU lines for more than 20 years. Above, he tells Jim a humorous story about an experience with a bull; below, they look over part of his herd of Brahman cattle.



**J**UST outside of Church Point is Francis Bertinot's sweet potato packing plant, which was in full swing when this picture was made. Jim and Mr. Bertinot (far side of machine) watch special "sizer" or grading equipment in operation. The machine automatically separates the yams according to size and sends them into different boxes. It's Mr. Bertinot's own design.



**Y**OUTH work takes a prominent position among Jim's activities. Here he shows a 4-H club how an ordinary heat lamp can be used to provide warmth for a simple chick brooder setup requiring a minimum of fuss, bother and materials. The lamp, a stand and a shield of construction paper will do the trick. He staged the demonstration at the invitation of associate county agent A. J. Brackin of Lafayette Parish.





**S**UGAR cane is a big crop over much of Jim's territory in the Lafayette district. Here recently-cut cane is being loaded into a truck on the W. J. Bernard farm at Cade to be taken to the mill.



**H**ENS in individual wire cages lay an abundance of top-grade eggs on the farm of Richard Langlinais, outside of Lafayette, and all he has to do is walk by and pick them from the rack underneath. Mr. Langlinais was a barber in Beaumont for many years before going into the egg business, but his amazingly clean, white, uniform product brings a premium on the market. One trip to his hen-house and he has breakfast for a small army!



**D**USK brings a light rain and chilly haze over the autumn countryside of South Louisiana, and Jim heads back to town after a day spent mainly on farm-to-market roads such as this one. He has covered upwards of 150 miles (he still didn't see several people he wanted to). Five o'clock has come and gone and Jim's mind turns from agriculture to supper.



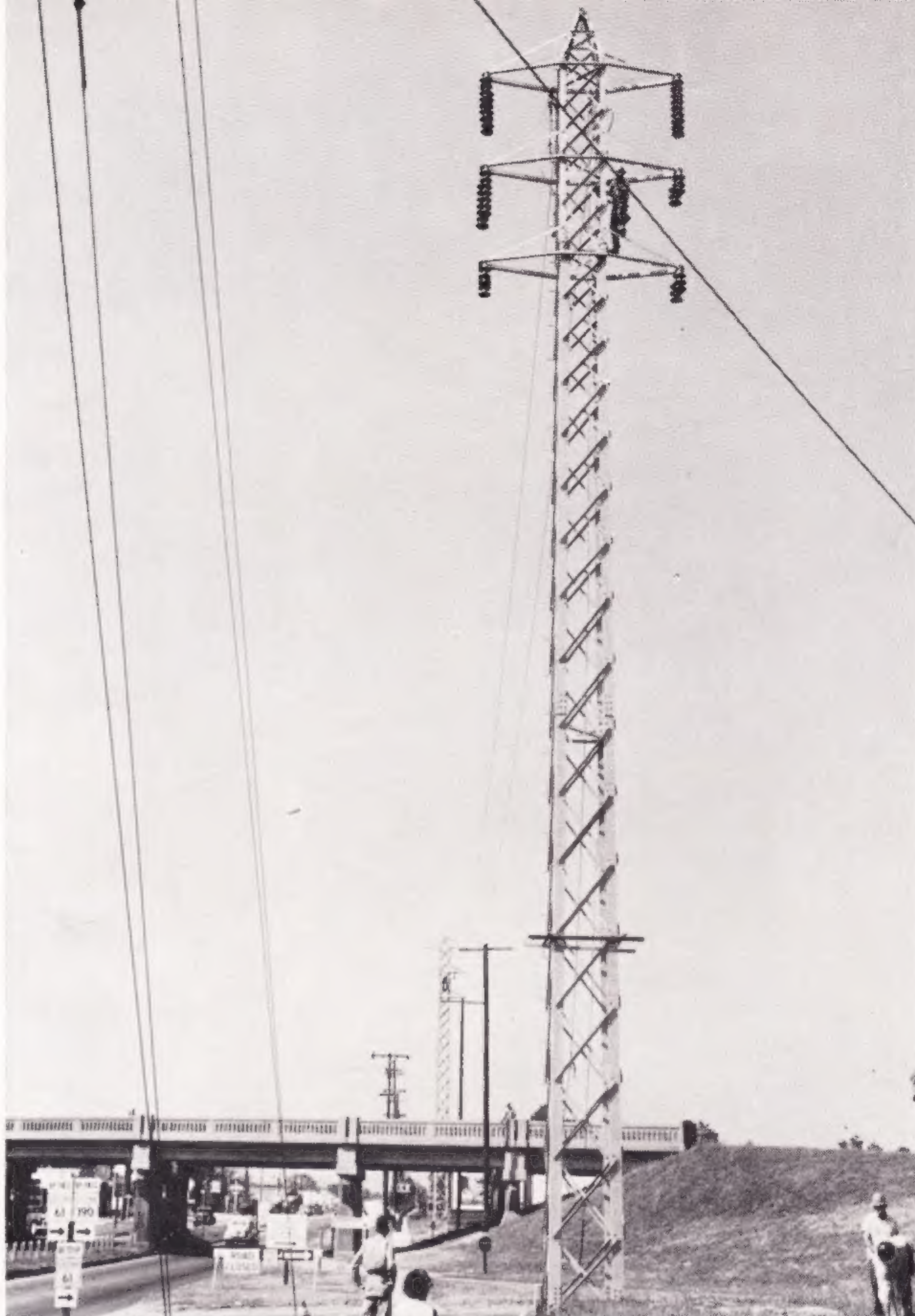
**H**OME with the family, Gulf States farm representative Richardson relaxes in his living room with wife Marie and son James, Jr. Young Jimmy, at the age when he's "getting into everything," was interested enough in the strange man with the black box to sit still temporarily, but in a minute he was exploring the household once more.



**In Baton Rouge**

# Tall, Tall TOWERS

USUALLY Gulf States uses tall steel towers to put high voltage lines across obstacles like rivers and lakes. But occasionally it's necessary to get clearance over elevated thoroughfares such as the overpass intersection of the Airline and Scenic highways in Baton Rouge. Line foreman Ben Exner and crew (A. J. Arnold, J. R. "Sonny" Braud, T. E. Clayton, J. L. Mayeaux, C. M. Naquin and N. J. Thibodeaux), at right and below, are working on the 80-foot structures. Temporary smaller poles kept lines above traffic while work was in progress. A feature of the towers is a barbed wire guard 20 feet up on each to prevent unauthorized—and completely unsafe—climbing. Lower right is another Baton Rouge job, this time involving wood structures. The lineman enjoying a little fresh air here is W. J. Stevens.

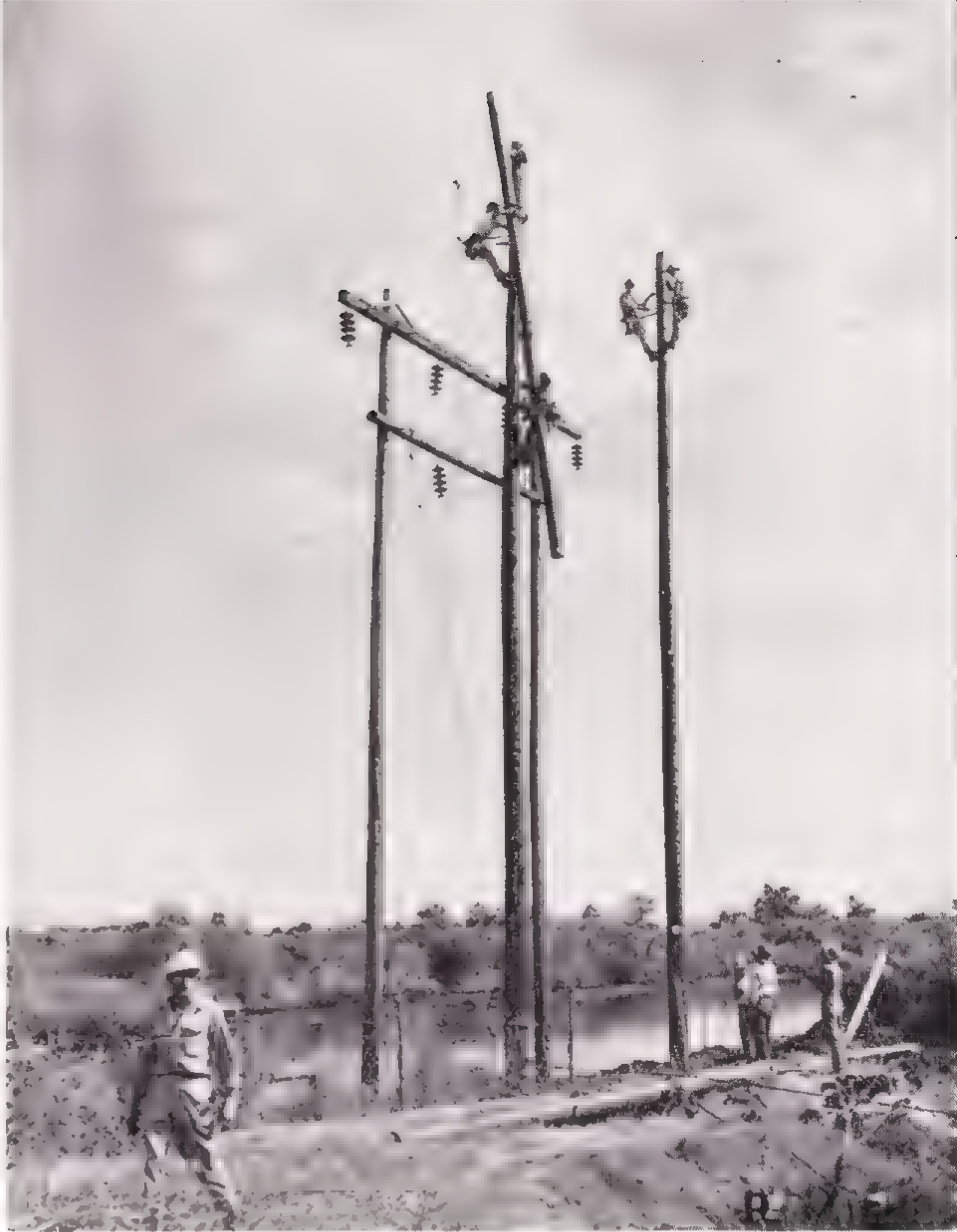




## In Jennings

# LIGHTNING

**M**OTHER NATURE temporarily interfered with Jennings T & D Supervisor M. E. "Pete" Dennis' new line to Lake Arthur recently. The old poles had been pushed aside to allow setting of new ones, but before conductors were even put in place, lightning slammed into one of the new poles (below). Work went on without interruption, however.



## In Beaumont & Opelousas

# REWORKING and RATS

**N**OT FAR from Neches Station, Beaumont line foreman Jimmy Morrison (above, left) and crew are shown reworking lines 3 and 54, erecting 60-foot poles and joining them with 27-foot arms. In this picture they're carefully raising the arm in position to swing it above a hot 34.5 Kv line to the other pole, where two men are waiting to receive it. Crew consisted of L. D. Atwood, E. L. Garvin, J. A. Pittman, H. C. Shawver, C. R. Collins, V. R. Waghouse, R. W. Cooksley and J. C. "Red" Phillips. All are visible except Red, who was in the line truck operating the wench which raised the arm.

**T**HEN at Opelousas, Gulf Staters found why a customer's motors were running backwards — a rat scur-

ried across a transformer and altered service from three-phase to one-phase. Seen with the culprit are (from left) serviceman M. M. Miller, Lafayette substation foreman George Partin and crewmen H. Miller and E. D. Desormeaux. The rat, needless to say, didn't live through the experience. Normal service was restored in short order.







Cotton Products Company, Inc., was running full tilt at Opelousas when this picture was taken.

**OIL**

**... is where  
you find it**

The J. P. Barnetts, Jr. and Sr., are seen in the plant office. The elder Barnett is president of the firm and his son is assistant secretary-treasurer. The company was 20 years old this summer.



**A**GRICULTURE, we are learning, truly is an industry. Each passing year sees more and more substances derived from farm products through the miracles of chemistry and engineering. There was a time when corn, wheat, beans, cotton, potatoes or sugar cane meant simply something that could be eaten or woven into cloth. Nowadays, however, the farmer's crop may wind up in some mighty strange forms, indeed.

Take cotton, for instance. Years ago the fiber was all anyone wanted — except for the use of some seed in planting next season's crop. Today the fiber still is in strong demand and continues to bring a good price for those who produce it, but the humble seed that is so tediously separated by a highly technical ginning process has become a much sought-after item.

At Opelousas, La., you can learn why. Cotton Products Company, Inc., a Gulf States customer, specializes in the valuable oils that cottonseed yield. Their stock in trade is a familiar product — "Lou Ana" brand salad oil, shortening and mayonnaise — but the plant also processes peanut oil, coconut oil, soybean oil, corn oil and babassu oil. The latter is derived from the nut of a Brazilian palm tree, and like many other vegetable oils has widespread use in the soap industry.

Cottonseed roughly breaks down into three components at the Opelousas plant (entirely home-owned, by the way). There is the protein-laden hull, which finds a ready market in the form of livestock feed after it has been processed. Then there's always a little lint left on the seed when it arrives at the oil mill — this is taken off and sold for use in the manufacture of explosives. But the heart of the seed — the "meat" — yields the oil.

Cottonseed doesn't give up its oil easily, however; it takes more than simply squeezing the stuff out. An elaborate, laboratory-controlled process cleans and crushes the seed, cooks and extracts the crude oil, then refines it to the desired purity. The Opelousas firm is a member of the National Cottonseed Products Association and lives up to their standards all along the line.

With 250 employees, Cotton Products Company constitutes a valuable asset to the community's business life. Started in 1933 with an authorized capital of \$25,000, the company has grown considerably. Its valuation passed the \$2,000,000-mark several years ago, and with prospects for further increases in demand for its oil products much in evidence, the outlook seems to indicate plenty of activity around the plant in the future.





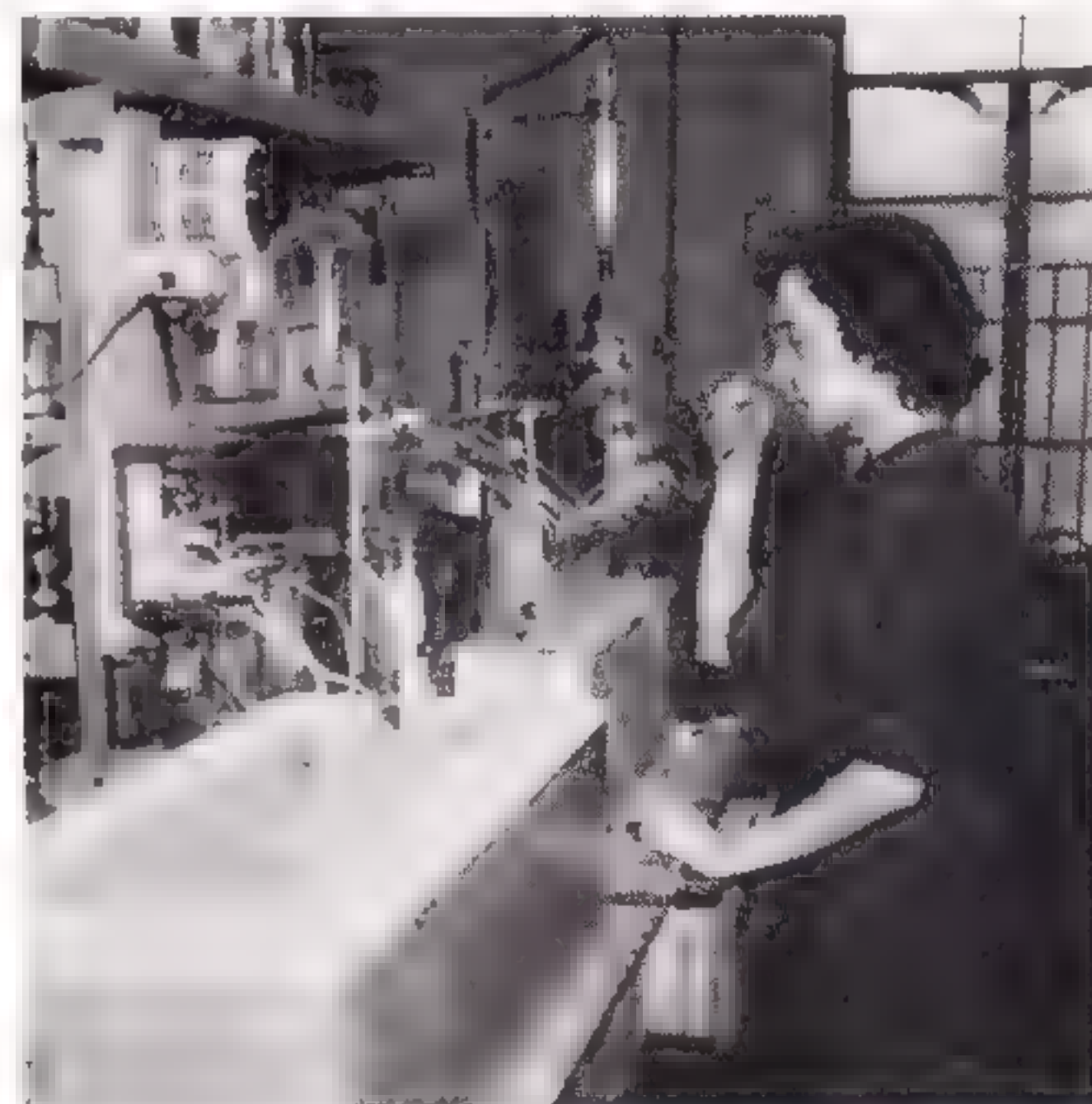
After being weighed on 50-foot platform scales, cottonseed is unloaded by air and stored in one of the company's three storage units. While awaiting processing it must be kept cool and dry by circulation of air. A single storage house may contain 7,000 to 9,000 tons of seed.



The cooking process involves a tank with seven levels or compartments (note gauges in background). Seed moves from one stage to the other, then to "expellers" where oil is removed mechanically. The group of men at bottom right of page are standing between two expeller machines.



After a refining process under supervision of E. D. Gile, the oil may be canned for distribution by Lou-Ana Sales Company. Employees here are (from left) Mrs. B. Theriot, Mrs. R. A. Pitre and Mrs. Nick Viviano. An elaborate new system of canning machinery was about to be completed when this photo was made of the company's earlier equipment.



Lab controls check process before, during and after refining, with chemist Wales Newby in charge. Here Mrs. Marlin Brown sniffs oil sample taken from electrical test which determines stability of product. The object is to make sure the oil will keep as long as possible without developing an odor.

Keeping the whole plant operating smoothly is the responsibility of this man—  
plant superintendent  
J. M. Hoover.



Visiting the Opelousas oil mill are four Gulf Staters, accompanied by J. P. Barnett, Jr. (center). They are, from left, serviceman M. M. Miller, who works closely with the plant; Lafayette District Superintendent J. R. Peckham; Mr. Barnett; Lake Charles commercial sales representative Walter House and junior industrial engineer Bill Richard.





# THE GULF STATES

## *Annual Report*

... **BEST OF ITS CLASS**

*in the Nation*

**T**HE EYES of the nation's business and financial leaders were focused on Gulf States and the area it serves last month when we won Financial World magazine's "Oscar of Industry" for the best public utility stockholders annual report in the United States. The silver "Oscar" was presented to President Roy Nelson in New York before 1,500 business and financial leaders who attended the 13th annual awards meeting.

Surpassing annual reports of all gas, telephone, telegraph and electric companies, Gulf States won one of the competition's six classifications, which together included practically every business and industrial firm in America. These six classifications represented transportation, manufacturing, consumer goods, public utilities, merchandising and financial institutions. A gold "Oscar" for the best report in all classifications was won by the Illinois Central Railroad. Runner-up to Gulf States in the public utility class was the Dayton Power & Light Company of Dayton, Ohio.

#### **Also Won E.E.I. Title**

Prior to receiving the silver "Oscar", our report had also won first place in the Edison Electric Institute's competition for electric utilities in the 200,000 to 400,000 customer class and Financial World's bronze "Oscar" for best in the Southwestern U. S. Still another honor was the Texas Manufacturer's Association award for the third best among all kinds of Texas firms employing over 500 employees.

The area served by Gulf States received favorable nationwide publicity through the report which contained

important information about the company and its prosperous, fast-growing service area. The report was mailed to more than 14,000 stockholders in all 48 states and some 4,000 investors and financial people and others interested in our company and the area we serve.

Judging the reports for all competi-

tions was more or less on the same basis. This was the clarity and completeness of the financial and operating data about the company and the manner in which it was presented, together with typography, illustrations and, in general, the overall appearance of the report.



President Roy Nelson, left, receives on behalf of Gulf States both a silver "Oscar of Industry" for having the best public utility company annual stockholder's report in the nation and a bronze "Oscar" for the best report in the Southwestern United States at Financial World's 13th annual awards dinner in New York October 26. The "Oscars" were presented by Weston Smith, executive vice-president of Financial World.





In Baton Rouge, pineapple.

**You name it, and...**

## **THEY'LL GROW IT**



Mr. and Mrs. Kent, surrounded by "after hours jungle."



NAVASOTA EXAMINER REVIEW PHOTO

Gulf Stater Buck Stone shows his hardy papaya tree.

**T**HAT TREE up in Brooklyn would be ashamed of its fame if it ever found out what's growing in the back yard of the E. R. Kent home in Baton Rouge, or the front yard of R. M. (Buck) Stone's home in Navasota.

Trees, as such, surely are no oddity in Brooklyn. But not many "epiphyllums" and doggone few "bromelias" bloom around Baton Rouge. These botanical terms, we hope, refer to cactus plants and the ordinary pineapple. The latter is usually associated with swaying palms, Hawaiian hula dancers and the Dole Canning Company, but the Kents grow 'em, too.

Likewise, you won't find many papaya trees outside of the tropics, yet Mr. Stone has a pair — a male and a female, no less. Navasota, 71 miles northwest of Houston, is believed to be the northernmost point boasting of a producing papaya tree.

Mr. and Mrs. Kent's pineapple plant has been harvested twice. It yields fruit only once every three years, however, and that's a long time between pineapple turnover cakes. Mr. Kent, a foreman in the Baton Rouge gas department, incorporated his knowledge of how to keep things warm into the building of a greenhouse, where he and Mrs. Kent specialize in cacti, euphorbias and a few succulents, among them the pineapple.

Mr. Stone's papaya tree is native to tropical America and it produces an oblong, yellow fruit much favored by people who can get it. Its rarity in the United States is due to the fact that it doesn't stand shipment well, and attempts to grow the trees on a commercial basis in balmy California and Florida have proved unsuccessful. The melon-like fruit usually is eaten raw, but it also may be boiled as a vegetable, pickled or preserved. Papaya contains, among other things, vitamins A and C, plus calcium phosphorus. It also has an enzyme that does odd jobs like tenderizing meat, stabilizing beer, preventing wool shrinkage, de-gumming silk and softening hides in tanneries.

Mr. Stone, a Navasota plant operator, got the seed for his trees two years ago and set them out in the yard after giving them a start in a hothouse. Last winter, during 25-degree weather, the trees froze to the stump, but then came back with vigor and grew 10 feet in less than a year. You don't do any good with "a" papaya tree — it's necessary to have a male and a female (attention Dr. Kinsey) before pollination can take place.





**Baton Rouge Electric** ↑

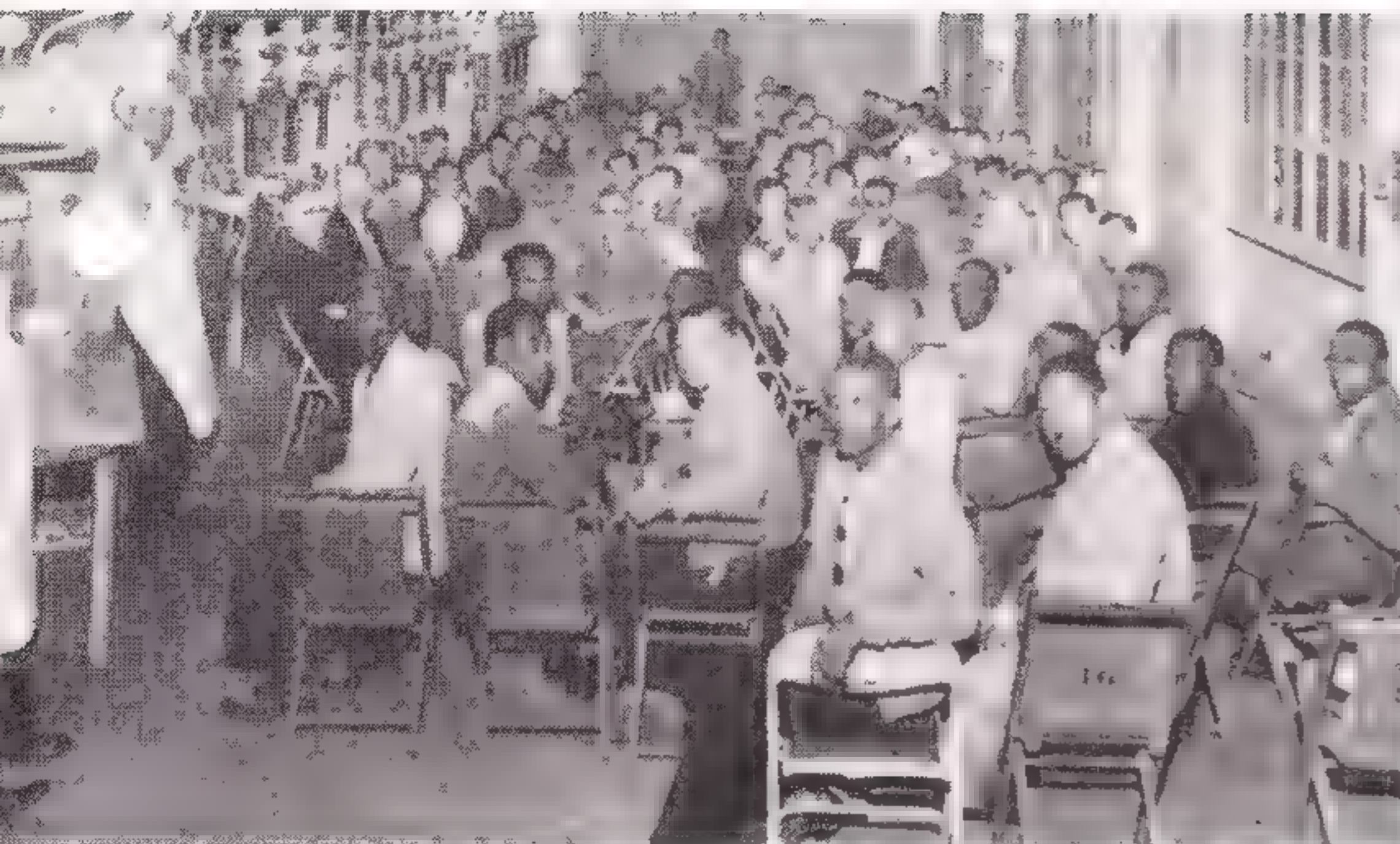


# SELLING SAFETY

RECENT weeks have brought forth a number of safety meetings all over the Gulf States system — on these pages the camera records get-togethers at Port Arthur, Beaumont and Baton Rouge. Although the menu and the program vary from division to division, the central theme is always the same: "Take care of yourself!"

**Beaumont T & D** ←





**Port Arthur** ↑

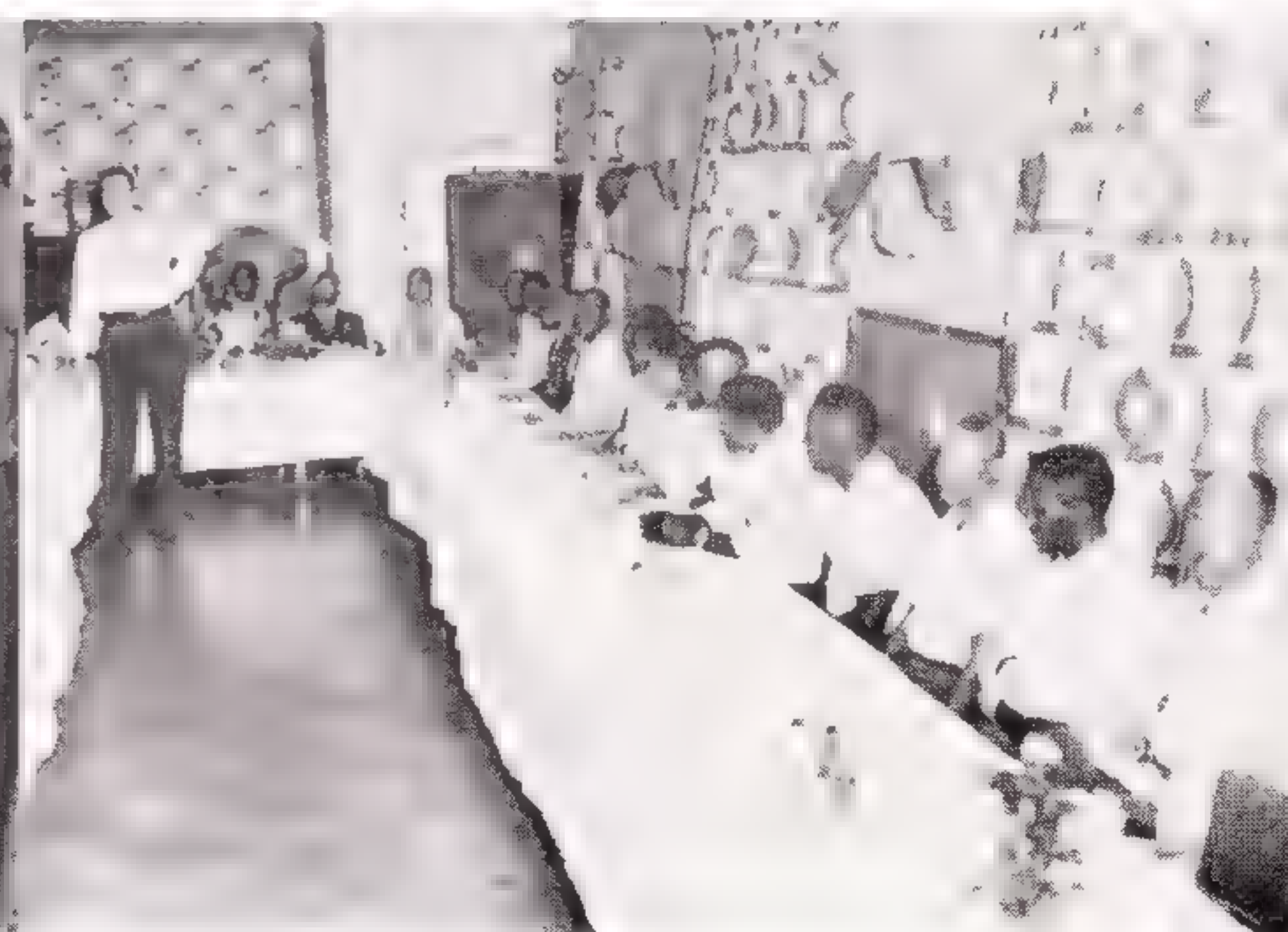
**Navasota** ↑



**Baton Rouge Gas** ↑

**Baton Rouge Sales and Accounting** ↑

## **Baton Rouge Colored**







Port Arthur Gulf Staters pose proudly with their United Fund trophy—a handsome pennant for going “over the top” with 85 per cent of GSU employees pledging one day’s take-home pay. Division Manager J. B. Hodge headed the over-all drive in P. A. this year; employee campaign leaders were Paul Baker, commercial sales representative, and Johnny Siddall, engineering assistant.

a time for

## GIVING

COMMUNITY-WIDE fund campaigns in four towns ended in recent weeks, and Gulf States employees in each again proved themselves “good citizens” by their generous contributions. In Beaumont and Lake Charles the campaigns were named United Appeals; in Port Arthur it was United Fund; in Baton Rouge, United Givers. But everywhere the ultimate goal was the same: “Give once for all; give enough for all.” Thus a long list of vital community service agencies will be assured support in 1954.

Lake Charles Gulf Staters contributed 130 per cent of their quota in the first United Appeals drive ever conducted there. In Baton Rouge’s second United Givers drive, nearly 93 per cent of the GSU force contributed. Both Port Arthur and Beaumont upped their cash pledges for 1954.

With industrial engineer Jim Stelly as chairman, these Gulf Staters recruited Baton Rouge employees for that city’s successful drive: Wilson Cazes, Buck Ballard, Gordon Minor, Sonny Braud, A. J. DeArmond, Ben Exner, Russell Bonnette, Murray Martin, E. E. Julian, F. R. Hornsby and J. W. Lamm, Government Street T & D; Louis Sanchez, W. P. Gautreaux, F. J. Bello and J. C. Spengler, gas department; Douglas Latimer and Bill Goff, Florida Street; Howard Chaney, Frank Copponex, J. D. Fleming, W. L. Jones, C. P. Walters, W. L. Harger, C. A. Ibach and Valdemar Westh, Louisiana Station.

Although several supervisory personnel were invited to pitch in, members of the Gulf States Employees Association in all four towns acted as the soliciting agency within the Company, contacting both supervisory and non-supervisory employees.



Baton Rouge folks also went “over the top.” Vice-President H. C. Leonard addresses employees (top) at drive’s start while volunteer campaign worker Gordon Minor, a lineman, looks on. Kickoff meetings in B. R. included groups at Louisiana Station (left) and Government Street (right). Employee drive leader Jim Stelly, taking a breather from speaker’s platform, is on aisle, second row, in the Louisiana Station photo.





At Lake Charles, where Gulf Staters topped their quota by a handsome margin, these workers did the job. On the front row, receiving 100 per cent contribution from groups and departments they solicited, are Luther Mosier, Sulphur; Phil Allen, commercial sales; Fay Denny, sales; Betty Guidry, storeroom; Johnnie Babin, garage; C. H. Goodwin, electric service; R. L. Henry, meter. Second row consists of C. T. Grimmett, engineers; J. A. Lebato, water distribution; Warren Anderson, Riverside Station; Bill Boutte, water production; E. K. DeWoody, electric service; Albert Buller, appliance repair; Lloyd Fredericks, T & D; Jack Bass, substation. Standing in rear are A. Trouille, T & D; C. E. Torrans, T & D; Roy Franques, engineers (chairman of the Gulf States drive at Lake Charles and president of the employees association); Paul Harrington, engineers; Jack Trouard, T & D. Absent when photo was made were Roy Louviere, residential sales; Melton Byrd, T & D, and B. P. Morgan, water production.

In Beaumont, cash pledged for the 1954 United Appeals by Gulf Staters exceeded their 1953 contributions, and here are some of the volunteer solicitors who made it possible. They were snapped while visiting one of the agencies aided by UA donations — Sabine Oaks, a home for the aged. Bob Wynne of the accounting department headed the employee drive.







## Hasty Snack or Lavish Banquet, ELECTRICITY COOKS IT BETTER

**E**LECTRIC cooking — a byword for cleaner, cooler and more convenient domestic kitchens — is being talked up for the larger food handling establishments in the Baton Rouge area by Company commercial sales representatives. And, if the timeworn expression "seeing is believing" holds true, nearly 150 state education leaders, architects and consulting engineers have had their chance to be convinced that the electric way is the better way to prepare food for large-scale serving.

The occasion was at Mike and Tony's Cypress Room October 28 and 29. An attentive and appreciative audience watched as Hotpoint's Al Mesko and Joe Connally pointed out the advantages of electric kitchens in school cafeterias, hospitals, modern buildings

and many other locations which serve many meals a day. To climax the show, the guests were treated to a delicious meal prepared by Mr. Mesko.

### They Did the Work

Gulf Staters who set up the program were C. F. Contois, sales manager; Lester Landry, Jim Gleason and Lee Rose, commercial sales representatives; Jim Stelly, industrial engineer; Evelyn Wilsford and Mildred Tribble, home service advisors; Joe Pizzutto, appliance repairs, and Jim Turner, advertising. Representing Hotpoint, besides Messrs. Mesko and Connally, were District Manager Richard D. "Andy" Anderson and local dealer Randolph P. Cazes.

In the picture at top left, Baton Rouge Superintendent of Sales Frank Contois addresses the gathering. Top right, he greets State Superintendent of Education Shelby M. Jackson. Center left, Gulf Staters Evelyn Wilsford, Joe Pizzutto, F. G. "Red" Hornsby and Victor Gayle talk with Richard D. "Andy" Anderson, Hotpoint commercial equipment district manager, and R. P. Cazes, local Hotpoint dealer (third and fourth from left). Lower left, Vice-President and Mrs. H. C. Leonard and Mr. and Mrs. Contois flank Mrs. Evelyn Terrell, school lunch program supervisor for the State Department of Education. Lower right, Mr. and Mrs. Edward Grant (he's superintendent of state institutions) are shown.





Luther Risher, Lake Charles. Mrs. Risher became the mother of an eight-pound girl, named Peggy Ann, September 7.

Columbus Hanks, Lake Charles. Mr. and Mrs. Hanks have a new daughter, born October 26 and named Sheila Ann. She weighed seven pounds, three ounces.

Homer Smith, Lake Charles. On September 15, Mrs. Smith gave birth to a daughter, Pamela Ann. Dad's at Riverside Station.

O. G. Floyd, Beaumont. Mr. Floyd became a grandpappy again October 10 when his daughter, Mrs. Joseph Antosiak of Brookfield, Ill., gave birth to an eight-pound baby girl.

Parker Allen of Beaumont, another new grandfather. Mrs. Clark Allen, his daughter-in-law, gave birth to a daughter named Jane, October 22. Weight was seven pounds, two ounces. Mrs. Allen, the former Mary Evelyn Riley, worked in system engineering for several years prior to her marriage.

E. C. Martin, Neches Station, whose wife gave birth to a daughter, Marilyn, September 14. She weighed six pounds, 14 ounces.

J. R. Wheeler, Neches Station. Mrs. Wheeler became the mother of a son, John Michael, September 20, and the youngster weighed six pounds, eight ounces.

Gene M. Heard, Baton Rouge T & D. Mr. and Mrs. Heard are proud parents of a son, Gene Douglas Heard, born September 21. He weighed seven pounds, 4½ ounces.

Walter Burris, Riverside Station. Mr. and Mrs. Burris are parents of a new daughter, Ava Evelyn, who was born September 11 at Lake Charles' St. Patrick's Hospital.

John Dodd, Lake Charles. Mr. and Mrs. Dodd are parents of a son, William Martin, born November 1. He weighed seven pounds, nine ounces.

Byron P. Morgan, Lake Charles. Mrs. Morgan gave birth to a boy, Byron Patrick, on November 4. The lad tipped the scales at seven pounds, three ounces.



## Extinct -- Who, Me?

THE CELEBRATED Texas longhorn has all but departed from the scene in the Lone Star State, and you can find a lot of Texans who have never even seen one. Not long ago folks at the Cleveland commission house saw a prize specimen, however. He's looking at you in this picture, which appeared in the Cleveland Advocate and was passed on to PLAIN TALKS by District Superintendent Roy Hudspeth.

The steer weighed 1,275 pounds. The Advocate reported, understandably, that he caused "considerable excitement" around the commission house.

It was felt that it was a shame to butcher the animal, and two men bought him in the hope that someone

—possibly at a zoo or museum—eventually could put him on display for the benefit of people who never saw a living example of the world-famed breed which played such a role in Texas history. One owner, J. D. Spillar of Spillar's Food Market, said, "I've judged stock shows all over East Texas, and I never have seen a prize winning longhorn bull as large as this steer." A. R. Pintsch, a Houston grocery products salesman, was the other buyer.

Mr. Longhorn was from the herd of the late Ben Hargrove, who was known to keep a small number of the breed in the Cleveland area, but few realized he had anything like the one here.

## Personnel Changes at B. R.

THREE personnel changes in the Baton Rouge T & D department, effective the first of this month, were announced by Division Manager C. V. Merriam:

A. G. Delaroderie was assigned the position of garage foreman. Formerly

Mr. Delaroderie was supervisor of buildings and equipment. A. N. "Al" Schene, formerly garage foreman, was assigned the position of labor foreman. G. C. Lill, formerly garage mechanic, first class, was assigned the position of shop foreman.



# gulf staters in the news

**George Gilmore**, Sulphur district superintendent, has been elected president of the West Calcasieu Association of Commerce, and another Sulphur Gulf Stater, Residential Sales Representative **Luther Mosier**, has been elected to the board of directors of the same organization.

The Texas Conference Messenger, official Methodist Church publication, reported in its September issue that **Frank Robinson** of Cleveland, lay leader of the church's Huntsville District, had filled pulpits in 38 churches so far this year. With laymen of the district filling the pulpits of several part time churches regularly, Mr. Robinson, a GSU residential sales representative at Cleveland, was looking forward to having every pulpit in the district filled on Laymen's Day. Listed as an active associate in his work with the church was **C. W. Winborn** of Navasota, supervisor of residential sales.

**Henry C. LeVois**, superintendent of industrial sales, was elected a director of the Petroleum Electric Power Association at its annual convention in Kansas City, Mo.

**Jim Turner**, PLAIN TALKS associate editor in Baton Rouge, has been appointed editor of the Junior Chamber of Commerce publication, The Baton.

**A. L. "Les" Faures**, foreman in the electric meter department in Baton Rouge, served as a member of the industrial committee which prepared for the observance of Fire Prevention Week, October 4-11, in Baton Rouge.

Installation of new officers for the Baton Rouge chapter, Military Order of the World Wars, resulted in **Douglas Latimer**, industrial sales representative, taking office as senior vice-commander. He's a lieutenant commander in the naval reserve.

Beaumont commercial sales representative **Ralph Spafford** was named in an article in Electrical World magazine in October, illustrating the Company's use of a "door-to-door" commercial cooking equipment promotion in the Beaumont Division.

At Orange, District Superintendent **C. H. "Chief" Meeks** served on the executive committee which ramrodded a successful campaign to finance a new \$2,500,000 hospital for the county, then was awarded a post on the permanent executive committee which will continue to function in the event further help is needed on the project.

**John Mattingly** of Beaumont, supervisor of residential sales, began his second term last month as a director of the retail merchants division of the Beaumont Chamber of Commerce.

**Raymond T. Wright**, Huntsville district superintendent, has been appointed campaign director there for the 1954 March of Dimes.

**Mrs. Onzia Anderson**, attractive wife of Baton Rouge Gulf Stater **Ray Anderson, Jr.**, was featured in the Ethyl plant newspaper, The Antiknock, in its "Femme Focus" section last month. Mrs. Anderson, who has been employed in the Ethyl production planning department since 1944, was shown horseback riding, painting, giving daughter June Becky a swim, and compiling data on the job. Despite her nine years on the payroll, the article commented, "you would think she was one of the newest employees in the Plant. She possesses a youthful, zesty look and manner that is indicative of the pleasure that she gets out of her work and everyday living."



**Minnestoa and Michigan**, with their **Little Brown Jug**, have nothing on **Louis Guthrie** (left), a TU grad, as he receives the "Little Nail Keg" from **Feltus Sterling**. According to Government Street reports, several LSU graduates wanted in on the act but were too large to get into the barrel.

## REDDY WELCOMES

### Beaumont

**Mary Ann Alexander**, T & D  
**Geo. A. Hickman**, Engr. Dept.  
**Noel E. Galloway, Jr.**, T & D  
**Lonnie Samuel**, Acc't.  
**Catherine S. McCormick**, Acc't.  
**Ann D. Moore**, Corp.  
**Nina E. Banes**, Stenographic  
**Frances L. Gerrard**, Stenographic  
**Audrey W. Sirman**, Stenographic  
**Shirley R. Yearly**, Sales  
**Margie Ann Singletary**,  
Home Serv. Adv.

### Baton Rouge

**Bruce D. Barber**, Garage  
**Jessie T. Judge**, Acc't  
**Verner Branagh**, Gas  
**Sue C. Keating**, Acc't.  
**Ola S. Campbell**, Home Serv. Adv.  
**Julia W. Hays**, Sales

### Lake Charles

**Cazzy B. Francis**, T & D  
**Frances L. Broussard**, T & D  
**Daurice D. Bethea**, Acc't.  
**Annie B. Fountain**, Acc't.

### Port Arthur

**James C. Fleniken**, T & D  
**Martha C. Andrews**, Acc't.

### Navasota

**Lee R. Butler**, T & D

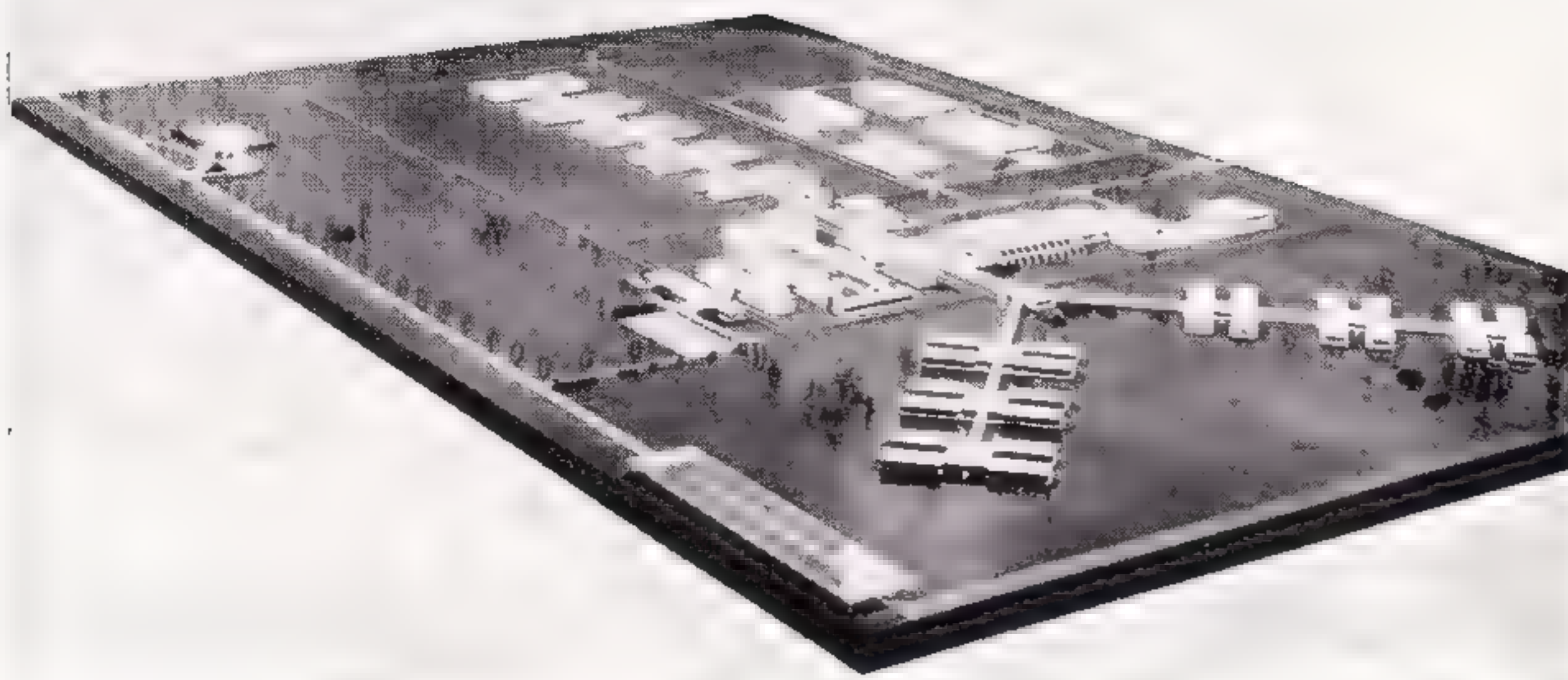
## Employee's Son Is Cited Again

THE SECOND official Navy commendation to come his way in less than two years has been announced for Lieutenant **P. Phillips Newman**, son of Navasota Division Superintendent of Sales **Phil Newman**. It was presented to him at the U. S. Naval Submarine Base at New London, Conn., where he served as project officer for "Operation Hideout."

The project was designed to determine the amount of carbon dioxide men could tolerate for prolonged periods, and was conducted in connection with the Navy's research on atomic-powered submarines. Lieutenant Newman, a native of Baton Rouge, is a graduate of the University of Texas school of medicine.

His previous commendation was presented for his service in Korea in 1951 during operations which remain classified "top secret," the Navy explained.





The Louisiana State Penitentiary at Angola is in the process of having its face lifted, and the model above shows what it will look like when completed and becomes one of the most modern in the country. New barracks are being built, new equipment will be installed and a top-to-bottom reorganization is under way. Gulf States signed a contract September 29 to serve the state penal institution, and Baton Rouge employees are seen poring over maps of the area surrounding the 18,000-acre penal farm north of St. Francisville with an eye to bringing in a service line through the hills. They are, in the usual order, Austin Mary, Leonard Harrell, Feltus Stirling, C. R. Jones and Russell Bonnette. Remodeling and new construction will bring original load of 850 kilowatts up to 2,500. Gulf States has served the Texas State Penitentiary at Huntsville for several years.



## SYMPATHY

To farm service representative Malcolm M. Williams, Jr., of Beaumont, sympathy is extended upon the death of his father, M. M. Williams of Silsbee. Mr. Williams suffered a fatal heart attack October 1 at the age of 47. Survivors include his wife, one son, a sister and a brother.

Sympathy is offered Jennings Dis-

trict Superintendent Bradley J. McMaster upon the death of his mother, Mrs. Lottie Bates McMaster, who passed away in Beaumont October 6 at the age of 77. A daughter, Mrs. Clarence Barron, is the wife of another Gulf Stater—Director of Commercial Sales C. B. Barron of Beaumont. Mrs. McMaster also leaves her husband, two other daughters and two sisters.

## Gulf Staters Get Posts in EEI and SEE

THE EDISON Electrical Institute has announced that these Gulf Staters are serving on E. E. I. committees for 1953-54:

H. E. Mortimer, Beaumont, depreciation accounting committee; G. E. Richard, Beaumont, taxation accounting committee; C. B. Barron, Beaumont, market development and electrical applications committee; Lamoyne Goodwin, Beaumont, rural youth committee; H. C. LeVois, Beaumont, competitive service committee; J. A. Reich, Beaumont, prime movers committee; R. E. Cargill, Beaumont, transmission and distribution committee; C. P. Shirey, Beaumont, accident prevention committee; Roy S. Nelson, Beaumont, financing and investor relations committee; E. A. Werner, Baton Rouge, industrial relations committee.

Here is the list of Gulf Staters who landed jobs as officers or committeemen in the Southeastern Electric Exchange for the 1953-54 term:

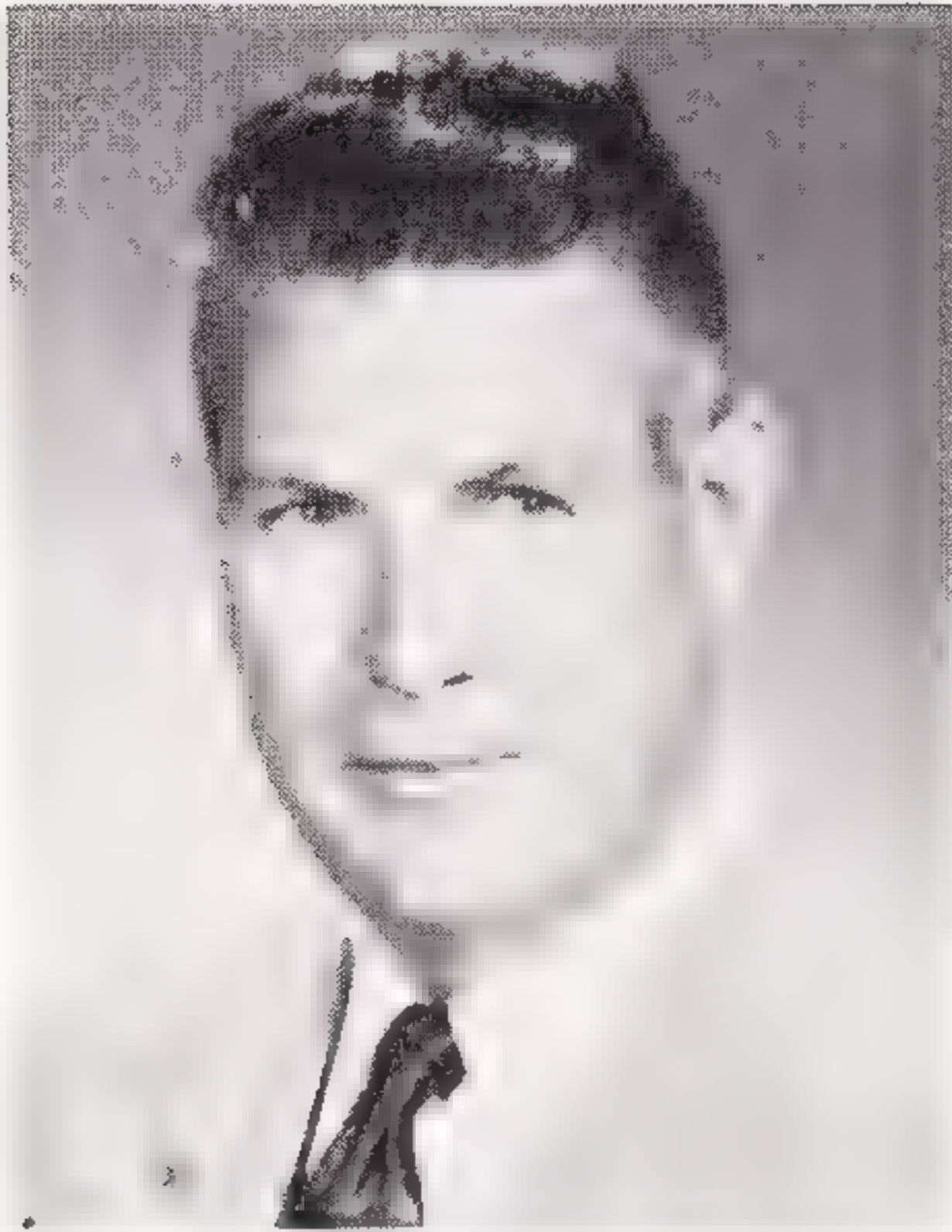
Baton Rouge—H. C. Leonard (Ex Officio) vice president, director; T. O. McKnight, accident prevention committee; J. B. Coltharp, engineering and operation section and distribution committee; R. J. Robertson, production committee; E. A. Werner, chairman of personnel administration section; C. F. Contois, industrial power committee; L. V. Smith, accounting section; James S. Turner, public and employee information section.

Beaumont—H. V. Faber, accounting section; G. H. Rafferty, customers activities committee; W. T. Buckley and H. E. Mortimer, plant accounting committee; E. C. Adams, power coordination committee; C. M. Scott, distribution committee; R. W. Sherwood and H. E. Brown, transmission and large substations committee; L. F. Riegel, sales section; V. P. Gayle, residential and rural sales committee; H. C. LeVois, industrial power committee; Lamoyne Goodwin, agricultural development committee.

Lake Charles—F. F. Johnson, commercial load building committee.

## Who ... ME?





MR. DELAMATYR



MR. BAILEY



MR. WYNNE

## Three Promotions Announced at Beaumont

**PROMOTION** of George DeLaMatyr, former engineer specialist in the system engineering department, Beaumont, to the executive department as office engineer was announced by President Roy Nelson in a bulletin dated November 6. In his new assignment, Mr. DeLaMatyr will report directly to J. J. Morrison, assistant to the president.

A native of Clearwater, Calif., Mr. DeLaMatyr came to work for Gulf States at Baton Rouge in 1933 as an industrial engineer in the gas department shortly after his graduation from L.S.U. He had done pre-engineering work at Compton Junior College in California and transferred to L.S.U. to work on his degree. He received a B.S. in electrical engineering there in 1933.

In 1936 Mr. DeLaMatyr was transferred to the Baton Rouge electric distribution department as an engineer and in 1950 was transferred to Beaumont as engineering specialist.

He served in the navy from June, 1941, to October, 1945, receiving his discharge with the rank of lieutenant commander, communications and electronics officer.

Edgar L. Bailey, formerly of Beaumont accounting, was promoted to the position of chief clerk for the Lake Charles Division and Robert L. Wynne of Beaumont accounting was promoted to general accountant, supervisor, to succeed Mr. Bailey in two moves announced by Treasurer H. V. Faber in a bulletin of early October.

Mr. Bailey has a service record of 25 years with the company, and all except the last five were accumulated in Baton Rouge. He began work with the old Baton Rouge electric company in 1928 as a bookkeeper. He was promoted to be chief billing clerk in 1930 and in 1936 was made general clerk. He transferred to Beaumont general accounting in 1948 and in October, 1952 was promoted to the post of general accountant, supervisor.

Mr. Wynne, a native Beaumont, began working with the company in August, 1938, as customer accounts clerk. During the following years he progressed through various jobs in the general accounting department, attaining the position of senior accountant in 1950.

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## A FOOTNOTE TO HELL'S CANYON

**THE FEDERAL POWER COMMISSION** has been holding hearings to decide who should develop hydro power at Hell's Canyon on Snake River—a taxpaying electric company (Idaho Power), or the federal government (Reclamation Bureau).

Supporters of public power were supposed to have a "secret weapon" in the form of a report by an engineer named John S. Cotton. Then Mr. Cotton was called to testify. The best description of what happened is from the St. Louis Post-Dispatch, a pro-public power newspaper:

"John S. Cotton has completely discredited his report on Hell's Canyon

favoring the Reclamation Bureau development plan and rejecting the Idaho Power Company plan. The California consulting engineer showed time after time, under cross-questioning by Idaho Power counsel at the Federal Commission hearings, that he had not known what he was talking about.

"Mr. Cotton had made no investigation on the site. He had not examined Idaho Power's plans or conferred with its engineers. He had not contrasted the Reclamation Bureau's one proposed high dam with Idaho Power's three proposed dams, but rather with three dams he made up in his own mind. He added in one \$4,000,000 figure twice.

"He estimated roads would cost \$400,000 but admitted he did not know the present condition of the roads at the site. He included a figure for homes for 45 workmen to be permanently employed at the completed dam, and also \$1,000,000 for automatic controls which would make it unnecessary for the workmen to be there.

"In fewer words, Mr. Cotton's report was superficial, one-sided, slipshod, and irrelevant. Advocates of the Reclamation Bureau plan, who had relied heavily upon it, are correspondingly embarrassed."



# Company's Biggest Generator Scheduled for 1956

PLANS for construction of a new 100,000 Kw generating unit at Neches Station in Beaumont were announced this month by President Roy Nelson. Scheduled to be in operation in April, 1956, the new unit will be the largest in the system and will increase Neches Station capability to 364,000 Kw, or almost 40 per cent over present capability.

The generator will be of "completely outdoor" design and will be built at the downriver end of Neches Station. It will operate at 1,450 pounds pressure and 1,000 degrees temperature with reheat features for added efficiency. The boiler will have the

latest pressurized type furnace using natural gas as fuel with provision to make use of fuel oil in emergency, as present units can. Existing units at Neches use river water for condenser circulation but the new unit will have a cooling tower of latest design for this purpose.

Controls will be centered in a control room where a single operator can supervise and control operations throughout. Television probably will be used to indicate furnace conditions and boiler water level to the operator.

President Nelson has pointed out that the project provides another example of the long-range planning

required of the Company to keep its system capacity abreast of steadily increasing demand for power. By looking ahead several years, he said, the Company always has been able to meet the needs of the area's industrial, commercial and residential growth. The new generating unit will be capable of producing about 800,000,000 kilowatt hours of power a year. Although the most recent addition to Neches Station was completed last year, a 60,000 Kw unit was placed in service at Louisiana Station in Baton Rouge this year, and two more units totaling 80,000 Kw are scheduled to go on the line there in 1954.

## Denham Springs Gets 'Lit Up'

GULF STATES and 120 mercury vapor street lights teamed up and chased after-dark shadows out of Denham Springs, with the job being completed September 14. To mark the bright victory, the progressive little community had an old-fashioned street ceremony, and the town's civic leaders gave brief talks on the new lighting system.

Mayor Charles Brignac, Utilities Commissioner Dr. T. W. Morgan, Chamber of Commerce President J. W. Hall, newspaper publisher Leroy Miller, Lions' Club President Arthur Hannaman, and Mrs. C. S. Easterly, representing the Business and Professional Women's Club, commended the Company and the city council on the job.

For Gulf States, Local Superintendent Cecil R. Tyler and lighting engineer James Stelly carried the ball.



Addition of 18 mercury lights on the main thoroughfare, Range Street, left only nine more locations to complete the system. According to Mr. Stelly, Denham Springs now has "as good a planned lighting system as any town

of comparable size in the State of Louisiana."

In the picture, left to right, are Mr. Hannaman, Mr. Morgan, Mrs. Easterly, Mr. Hall, Mr. Stelly, Mr. Tyler, and Mayor Brignac.



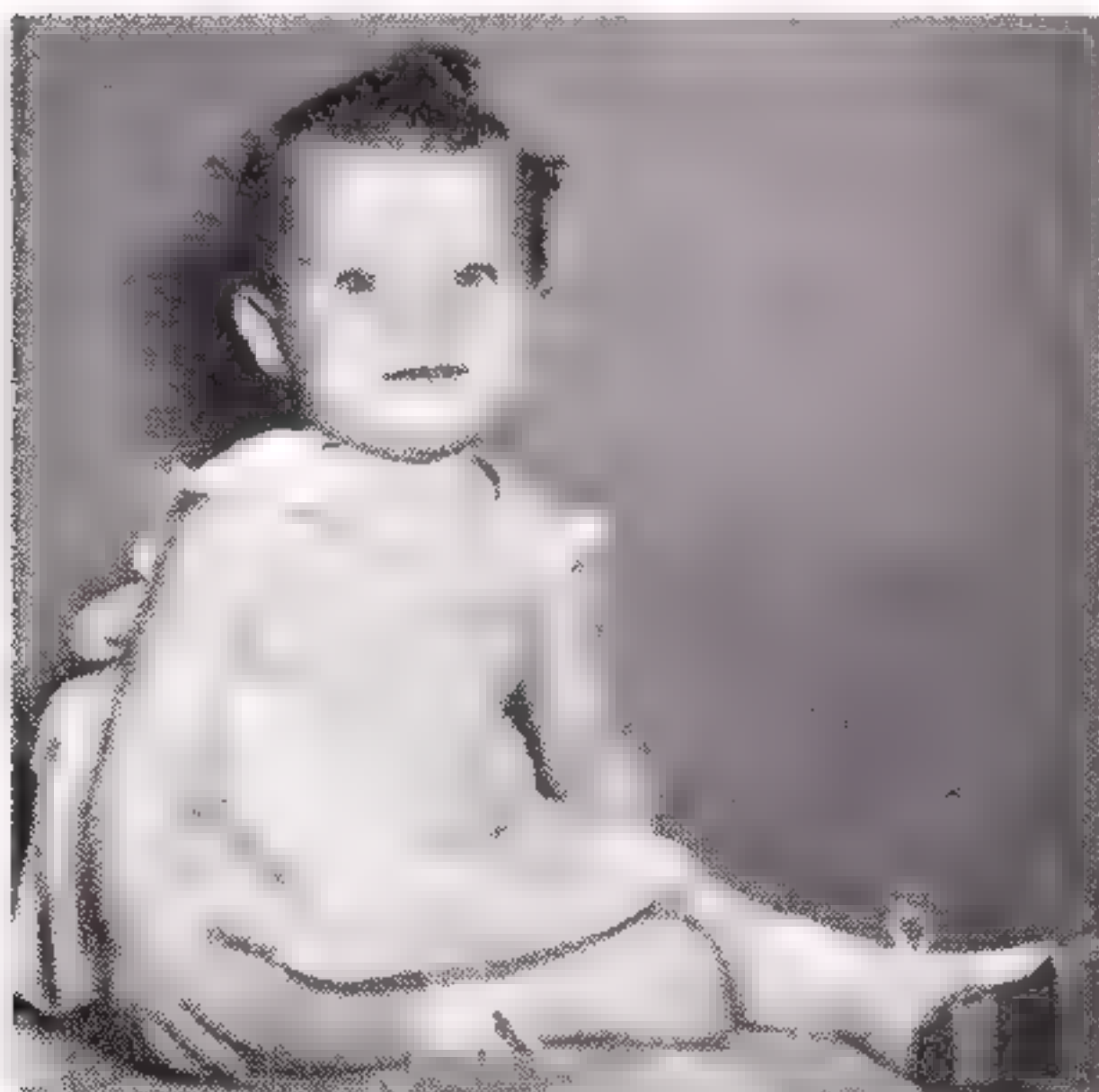
# over the COFFEE CUP



## Baton Rouge

Walter Benjamin, sales representative, was married to the former Mildred Slocum Wheat of Baton Rouge October 17 at the home of Mrs. Wheat's brother, P. V. Slocum . . . E. J. Sanchez, substation department, and George Covington, accounting, are active in the Air Force Reserve unit in Baton Rouge . . . Barney Calvit, assistant general line foreman, is the acknowledged sports shirt king of the B. R. division . . . F. F. "Blondie" Gaines, supervisor of right of way services, reported recently that his son Jackie, ex-Gulf Stater now in the Air Force in Korea, is really putting on weight in the service . . . J. C. "Steady" Hays is the proud owner of a new tractor, which he operates on his farm at Clinton.

Illness has kept a number of local Gulf Staters off the job of late, among them L. J. "Boody" Boudreaux, building superintendent at the main office, who suffered a heart attack October 2 and was in bed for several weeks; J. L. Clement, sales representative in Port Allen, who was confined for minor surgery, and C. M. Russell, 40-year Gulf Stater at Louisiana Station. Mr. Russell has been ill for several months but reports at this writing were that he is back on the job again.



CASSIA DALE REEVES

On September 5, this young miss celebrated her first birthday. Cassia's Dad is James L. Reeves, Gulf Stater at Louisiana Station.



LIEUTENANT ACKOURY

First Lieutenant E. A. Ackoury, Jr., has returned from an eight-month tour of duty in Korea with the Eighth Fighter Bomber Wing of the Air Force. Lieutenant Ackoury is the son of the senior Ackourys, a longtime Gulf States family. "Mr. Ack" is in the accounting department's tax division. Young Mr. Ackoury may return to L. S. U. for his master's degree, his father says. Prior to entering the Air Force he graduated from Southwestern Louisiana Institute.

Roberta Zuccarro, stenographer in the electric service department, complains about not having her picture in PLAIN TALKS. According to Gerald Gilbert, also a T & D-er, she vetoes every picture he takes as "not flattering enough" . . . Mrs. Julia Hays is an attractive addition to the commercial and industrial sales department. A graduate of Louisiana Tech in Ruston, she will work with Henry Landry, Doug Latimer and Jim Stelly of sales. She'll also lend a hand to Jim Turner in advertising.

Apparently Lee Rose, young commercial sales representative in Baton Rouge, takes his sales training seriously. He attended the Howard Carroway sales lectures and put the theories he learned into practice the very next week. A local pet shop owner complained of his commercial gas service in the shop. Lee answered the call,

and, as he had learned in the sales course, praised the man's birds to high heaven. Then he asked if he would guarantee the birds. Nonplussed, the dealer asked what Mr. Rose meant. Lee said, "Well, if I bought one, put it in my cage, and it escaped, would you give me a new bird?" The dealer made sounds similar to "not on your life!" Whereupon the intrepid Mr. Rose whipped out his card, introduced himself and said, "Sir, that's the way we feel about our gas service once it gets past your meter." He left a happy, and laughing, customer.

Margaret Ann Ott became the bride of Cadet John V. Ott September 19 at the serviceman's military establishment in Georgia. Mrs. Ott is in customer accounting . . . One of the better golfers in the B. R. division is big Walter Benjamin. A consistently long driver, he belts the ball an average of 225 yards. Y. L. Hughes and wife have been seen frequently on the City Park links, as has Norman Head. Y. L. is in T & D and Norman is at Louisiana Station.



MR. AND MRS. DUPUY

September 27 was the golden wedding anniversary for Mr. and Mrs. Aubrey Dupuy of Brusly, parents of Herman Dupuy, Louisiana Station, and eight other children. Mr. and Mrs. Dupuy celebrated the wonderful event by attending early Mass, where they renewed their nuptial vows taken 50 years ago. All nine children attended with their parents.

## Lake Charles

Farm representative Charles Glass made a trip to Searcy, Ark., for his brother's wedding not long ago . . . Homer Kirkwood, supervisor of credits and collections, still isn't sure what steps he'll take to repair some of the flood damage to his beautiful Calcasieu River camp. Water was 18 inches deep inside the structure early this summer. The beautiful woodwork affected is the product of years of off-duty labor by Mr. Kirkwood . . . S. L. Stelly was back on the job last month after a trip to Chicago for a big safety meet.

Engineering department employees said "so long" to Sonny Horstmann



recently; he left to serve a while with Uncle Sam at Camp Chaffee, Ark. GSU bowlers started rolling those balls again September 23, and at this writing had 40 members. Wives (and husbands) of employees have been taking part this year . . . **Philo East** has done it again. He won a blue ribbon—first prize—for his parakeets . . . An ex-Gulf Stater, **Frances Dickinson** of the T & D department, gave birth to a baby girl October 8. She's been named **Elizabeth Ann**.

Junior Industrial Engineer **Bill Richard** showed up for work not long ago sporting a bandage in the middle of his forehead. In response to the inevitable questions, he gave this explanation: He went to the front porch one morning to look for the paper, and found it sooner than he expected—the delivery boy rifled the tightly-folded missile across for a perfect strike. "That was the first time he had got it to the porch since we moved there," Bill said. Taking no more chances, he adds: "Now I send my wife out for it."

#### Riverside Station

News at Riverside has been limited in recent months, and generating units **Allie** and **Maude** have been performing as good gals should . . . The all-male domain of the station was invaded (as well as conquered) by our new office clerk, **Rose Alice Vining** . . . A grandson was born to Grandpere **Buck White** the latter part of August . . . **Joey Brown** has been happy again since his wife returned from the hospital.

**Monroe Myers** is doing fine with the color slides he made on his vacation . . . The Coke party held in October at the clubhouse here was well-attended; there was plenty to eat and even the "dog watch" was fed . . . At this writing, **Curtis Doucet** had a contractor at work on his home in Hollywood and was expecting to move in soon . . . **Willie Prejean**, fisherman deluxe, caught a 30-pound gar on the screen well the other day and, as usual, fishballs were in order that night.

## Navasota

Nineteen GSU home service advisors met here in October for the Company's 23rd home service advisors meeting. **Miss Leonora O'Neal**, a former Navasota resident who lives in Beaumont and supervises the Gulf States home service program, was in charge. The home service specialists enjoyed a two-day session of films, discussion, demonstrations and planning for the coming year's work. Present were **Miss O'Neal**, **Mrs. Grace Brooks**, **Mrs. Thelma Carson**, **Mrs. Frances Fuchs** and **Miss Margie Singletary** of Beaumont; **Miss Evelyn Wilsford**, **Miss Mildred Tribble**, **Miss Gail Chambliss** and **Mrs. Marie Campbell** of Baton Rouge; **Mrs. Mamie Voyles**, **Mrs. Kathryn Smith** and **Mrs. Julia Rowan** of Port Arthur; **Miss Berla Whiddon** and **Miss Ernestine Woodward** of Lake Charles; **Miss Joyce Fournet** of Lafayette; **Miss Freda Manuel** of Jennings; **Miss Dorris McClain** of Liberty and **Miss Jackie Venable** and **Mrs. Mack Howard** of Navasota.

## Port Arthur



The four charming young ladies above were models for a style show given for the National Secretaries Association convention at Rose Hill October 24. They are, from the left,

**Mrs. Joanne Stuckey**, **Mrs. Betty Werner**, **Miss Janet Hansen** and **Mrs. Imogene Pulleine**. Betty, Joanne and Imogene are customer clerks and Jan is a stenographer in the sales department. One of the out-of-town guests commented later, "Gulf States sure knows how to pick pretty girls."

The first "rapid-fire" session of the Port Arthur Chess Club ended in a tie between **Dick Landry**, secretary-treasurer, and **Jim West**, who shared first-place honors. Mr. Landry is a lighting engineer in Port Arthur Division . . . **Wesley F. Spiegel, Jr.**, former P.A. industrial engineer, resigned October 30 to accept employment with Johnston Supply Company of Port Arthur and Beaumont . . . Port Arthur Gulf Staters came through in fine style for this year's United Fund drive, headed up by Division Manager **J. B. Hodge**—85 per cent pledged a full day's take-home pay.

## Sour Lake

**Helen Cunningham**, local office clerk, has been back at work after a vacation of two weeks at Palestine, Texas, and at home. Mrs. J. W. Thompson was on duty at the office in her absence.

(Continued on Next Page)



As usual, Reddy Kilowatt made a big hit at the Jaycee Home Show at Port Arthur September 23-27, especially with the small fry. He proved to be one of the most popular displays. Gulf Stater **Dick Landry** can be identified in the background. Notice rapt attention Reddy is getting from the Junior Miss at the right.



## Coffee Cup

. . . Continued

**Thelma Tevis** of the safety department will be married this winter to **Vic Kuritz**, former Beaumont system engineering employee who is serving



**MICHAEL SIRMAN AND SISTER**

in the army at Ft. Bliss . . . On August 11, **Audrey Sirman** of the stenographic department gave birth to this fine-looking youngster being held by his sister. He's named **Michael Steven**, and his sister is **Debara Ann**, aged 4½. Audrey was back at work after her convalescence.



**PEGGY JUNE CARLISLE**

Photographed on her second birthday, **Peggy June** puffs energetically at the candles on her cake. She's the granddaughter of **June Carlisle** of Beaumont; his dad, **Reid Carlisle, III**, works for El Paso Electric Company.



The front page of the Beaumont Journal was considerably enlivened not long ago with this picture of two Gulf Staters blossoming out in sweaters to herald the arrival of cool weather. At left is **D'Juana Jones**, customer accounting, and on the right is **Gertie Caruthers**, corporation department. Photographer was the Journal's **Jerry Lynas**.



**WANDA WILSON**

The need arose not long ago for a picture of someone operating a Gulf States teletype machine, and the

photographer came up with this highly pleasing shot of **Mrs. Wanda Wilson**, stenographic department, sending a message. The teletype is a useful means of communications for the Company and can handle a great variety of material. Straight lines are maintained between Beaumont, Lake Charles and Baton Rouge, and service through the Bell System enables Gulf States to send messages to anyone in the United States with similar facilities. Messages range from daily cash collection reports to construction data and advertising deadline information. All steno department girls can operate the equipment.

In the sales promotion department, layout artist **Joan Mock** can boast of one of the most unusual hobbies you'll find anywhere. She "paints" pictures



with chewing gum! Miss Mock and her aunt, who lives on the West Coast, are the only people PLAIN TALKS knows of who use this medium. Actually, the gum is used only to raise the design into bas-relief on the canvass — after it has dried and hardened color is added with a brush in a more or less conventional manner. The results are highly attractive, however, and have won Miss Mock blue ribbons and invitations to demonstrate her technique before art clubs. Each picture requires 150 to 200 sticks of gum, which she kneads in hot water to remove the sweetness. It seems ants are a hazard if this precaution isn't taken.

**Ben Mulford**, accounting, has been whittling away at his three-week vacation with a few short trips around the Gulf Coast area. At this writing he had visited Houston, and had enjoyed a four-day fishing trip to Port Bolivar with four of his friends . . . **Naomi Haynes**, former PLAIN TALKS correspondent at Neches Station, now is working in the downtown offices as a secretary in the production department. **Betty Greathouse** takes over her P-T chores at Neches . . . **H. W. Blake** of Neches Station was married September 28 to **Miss Eileen Lee** at Woodville . . . **Mrs. Anita Singleton** has been transferred from the corporation department to Neches Station.

Welcome back to **Ray Pace** of the sales department, who has been confined to Baptist Hospital following surgery . . . **R. W. Sherwood** was off to Austin in October as a program participant at the sixth annual power distribution conference at the Lower Colorado River Authority auditorium there. Others attending were **R. E. Cargill**, **H. E. Brown**, **J. D. Jordan**, **R. E. White**, **Y. L. Hughes** and two Navasota Gulf Staters, **R. E. Morton** and **J. W. Atkins** . . . **Jack Shirey** and **Andy Poulson** were in Chicago to attend the National Safety Congress.

## Lafayette

**Mr. and Mrs. Whitney Trosclair** are enjoying a new brick home which they built recently. Mr. Trosclair is a helper in the line crew . . . **Mr. and Mrs. Renix Broussard** enjoyed a three-weeks vacation visiting Los Angeles, Hollywood, Boulder Dam, Petrified Forest and Carlsbad Caverns . . . **Joyce L. Muffoletto**, departmental clerk in the T & D department, is enjoying her new G-E electric range, that her husband **Thomas**, a Lafayette kitchen planner, won in a national General Electric contest for plans for a "dream kitchen." He won the third prize, a 1954 all-automatic model. He was the only winner in the South. **Bert Raborn**, the G.E. sales manager in New Orleans, presented Mr. Muffoletto with his gift.

**District Superintendent and Mrs. J. Roy Peckham** recently spent a week vacationing in the Smoky Mountains, Nashville and Atlanta . . . **Mr. and Mrs. F. B. Sonnier** and **Mr. and Mrs. Hugh Holland** also vacationed in the mountains this fall. They visited Look-out Mountain, the Smokies, Mammoth Cave and returned through the Ozarks



BEAUMONT ENTERPRISE PHOTO BY VANCE

The grand champion Brahman calf at the Trinity Valley Exposition this year was shown by Francis McMillan of the Liberty FFA chapter, who purchased the animal after winning a donation from Gulf States in a calf-scramble. Francis (right) poses with GSU sales representative Wyatt Bell (left) and A. B. Lawrence, a Brahman breeder of Baytown.

. . . **Robert E. Compton's** safety team won awards for their fine record the first half of 1953 and were presented with either wallets or cigarette lighters . . . A new employee in the accounting department is **Mrs. Marlene Mizelle**.

### NEW HANDBOOK OUT

THE Gulf States employee handbook — "You and Your Job" — has been revised, brought up to date and reprinted. Copies have been placed in use by the personnel department in recruiting and advising new employees, and Victor Gayle and J. B. Bishop, Sr., are using booklet in their public relations and employee training classes. Anyone

who wishes to obtain a copy should contact his supervisor. After the earlier version was printed, many utility companies wrote Gulf States praising the simplified, easy-to-read text of the handbook, which contains information about the Company which every employee (and possibly the family, too) should know.

### SYMPATHY

To Eldee Ried, auxiliary operator at Riverside Station, Lake Charles, PLAIN TALKS offers sympathy upon the death of his mother September 18.





"MOM" RIDPATH

## Courtesy, Kindness Brighten the Day

HERE'S AN INTERESTING story told by Mrs. Stella Clanan, Port Arthur meter reader. Mrs. Clanan, who's been a Gulf Stater since 1944, comes in contact with a lot of people, and she believes "We have the nicest, most considerate people living in Port Arthur."

See if you agree:

"I would like to tell you of one little lady who is beloved by all outside workers who go from one house to another. 'Mom Ridpath,' as she is affectionately called, resides at 901 Neches Avenue. She has a remarkable memory. She knows the dates her electric, gas and water meters readers come around and meets each one with a pitcher of ice water and cheerful 'good morning.'

"The postman, too, is remembered. He generally arrives at her house around 10 in the morning. Mrs. Ridpath has a board extension to her mailbox on which she places a quart jar of ice water. The newsboy, garbage collectors and other workers find cups hanging on the outside wall near a water faucet with their names beneath them.

"Meeting Mrs. Ridpath and other nice people makes our job more pleasant, and when we are tired it helps us pep up to finish our work. A cheerful word, little acts of kindness, make our days brighter and more interesting."

We'll all buy that, Mrs. Clanan.



They're not picking apples, but servicemen Floyd Gonzales (left) and L. J. (Doc) Lesage are in an "apple-picker," as the hydraulic lift mounting truck is called. The picture was snapped by the "roving photographer" in Baton Rouge and appeared in the State-Times.

## From the Red Cross - - Thanks

GULF STATES was praised for cooperation with the Red Cross during their recent home nursing classes at Navasota in the following letter addressed to Navasota Division Manager E. L. Granau:

Dear Mr. Granau:

We of the Grimes County Chapter of the American Red Cross wish to express to you, and to your organization, our sincerest appreciation for the use of your auditorium. It is such a nice room and certainly made an ideal place to hold our classes in Home Nursing.

The fact that you make your build-

ing, with all its facilities available to these organizations truly shows a commendable civic spirit. Navasota is indeed fortunate to have the Gulf States Utilities Company with its far sighted leaders who are interested in what goes on in the community.

Our thanks also to the gentlemen who helped us each night by turning on the lights and the cooling system.

We think our Home Nursing classes were a success; due in large part to your splendid cooperation.

Sincerely,  
Laura Puryear, Chairman  
Grimes County Chapter,  
American Red Cross





Chairman of the Board Tom Hanlon presents Division Manager C. V. "Mike" Merriam the trophy emblematic of Baton Rouge Division's September Kwh gain at the left. Right, Vice-President H. C. Leonard smiles proudly with Louisiana lieutenants who have newly-earned 2,000 Kwh Club plaques. They are Andre Dubus, Lake Charles district superintendent; G. J. Gilmore, Sulphur district superintendent, and George W. Hall, Jennings service foreman representing District Superintendent Brad McMaster.

## Baton Rouge Wins KWH Trophy

Residential KWH Report — September 30, 1953

CONTINUING a neck-and-neck battle for the Nelson KWH trophy, Baton Rouge Division moved a step closer to Beaumont during September when the Red Stick folks won the coveted award. Gaining 14 kilowatt-hours per home customer during September, Baton Rouge division topped the Beaumont gain by two kilowatt-hours.

Demonstrating the fervor generated by all employees in the kilowatt-hour race was the significant system 1,909 average kilowatt-hour consumption for home customers on a 12-month basis ending September 30. A gain of 10 kwh during the month established this new system mark and brought the gain during 1953 to 141 kwh.

Eleven districts were presented with handsome framed plaques citing membership in the exclusive "2,000 Club." The Liberty district is showing the way in this group with a high of 2,648 kilowatt-hours.

Following is the KWH report as of September 30 and a list of "2000 Clubbers."

Division	KWH Gain for month	KWH Increase During 1953	KWH Consumption 12 months ending
Baton Rouge	14	168	1719
Beaumont	12	147	2142
Port Arthur	10	137	1902
Lake Charles	9	128	1971
Navasota	2	106	1738

### Towns Over 2,000 KWH's

District	Average KWH Consumption 12 months ending 9-30-53
Liberty	2648
Dayton	2508
Anahuac	2267
Beaumont	2199
Sour Lake	2192
Sulphur	2176
Somerville	2160
Vidor	2136
Franklin	2059
Lake Charles	2053
Nederland	2042
Jennings	2041



Vice-President L. F. Riegel stands front and center with Texas 2,000 Kwh clubbers — back row, A. B. Wilson, Liberty-Gulf (Anahuac); Curtis Lusk, Dayton; T. O. Charlton, Beaumont; Joe Henry, Navasota (Somerville), and Kirby Jones, Port Arthur (Nederland). Front row, Rhea Hudnall, Liberty; Mr. Riegel; J. L. Crouch, Calvert (Franklin), and Ed Mathis, Sour Lake.





When the Beaumont Service Center staged a picnic at Tyrrell Park for employees and families, nobody went home for lack of something to do. Wives could practice up on their rolling-pin marksmanship (some employees might doubt the wisdom of this activity); youngsters could huff and puff on balloons or scramble for coins with linemen's gloves, and the whole family (lower left) could partake of a fine meal—to name a few of the events. The affair was financed by profits from the "Coke and coffee fund."

## Tailor-Made Weather . . .

(Continued from Page 3)

automatic heat when heating alone is desired; but when year-round air conditioning is considered the potential is favorable indeed, and especially in climates such as ours where air conditioning is increasingly becoming a necessity.

Before heat pumps were considered commercially feasible, our Gulf Coast climate prompted a trial installation in Port Arthur. This was in 1937. Although this "built-up" pump was put in operation it did not ever operate effectively and was finally abandoned.

The first recorded home heat pump

installation was made in the British Isles in 1922 and it was in Europe during World War II, when fuels were practically unobtainable, that the pump idea for homes received its greatest impetus. A few home installations were made in America in the '30's but there were only 41 known units operating in this country in 1945.

In 1946, a national committee composed of some 15 members from business-managed utilities in America began working on the development and progress of the pump. This group coordinated research and experimental installations at various points across

the nation and the idea began to take hold.

Customer acceptance was gradual, but steady, and in March, 1953, based on a report published by the Edison Electric Institute Heat Pump Committee, there were 1054 pump installations in the United States. Of these, 552 were residential and 502 commercial.

According to this survey, Florida leads all states in installations with 281 in service; California was second with 174 and Texas third with 66. Louisiana was tenth with 27 units.

A local survey made in July covering our own service area showed 31 in-



stallations in our Texas area and 15 in Louisiana or 46 throughout the system. Assuming no appreciable change since March of this year, it can be seen that approximately half of the total installations in Texas and Louisiana are on Gulf States lines.

#### Plan the Installation

Economically, a heat pump is ideally installed while a home is under construction and where plans for the pump have been previously drawn. This would mean that the house is properly insulated and space provided for air ducts and outlets. However, many installations have been made in existing homes and no more problems encountered than in installing a conventional air conditioning system. In putting a pump in a home designed for it many savings can be made since the number of openings in the home can be materially reduced and space for other types of heating and cooling apparatus can be eliminated. The "packaged" unit is very compact and requires very little more area than a home food freezer.

Numerous factors can, of course, affect operating costs. Chiefly these are insulation conditions, number of occupants and their desires for thermostat settings and the outside weather conditions.

The cost of operating a unit in our service area is approximately the same as the cost of operating a combined conventional air conditioner plus central heating plant.

#### Owners Are Satisfied

Tests made on five installations on our lines for a year or more show that the pump used a total of 1500 hours annually, and that the cooling usage was one and a half times the heating usage. And most important of all — in each case the owner is completely sold on the performance of the unit and is satisfied with the cost of operation.

With this satisfactory background and experience, Gulf States is now ready to promote the heat pump 100% and accordingly have launched into a promotional heat pump campaign. This, like other appliance promotions by the company, will be a dealer co-operative project. Actual sales will be made by dealers, distributors and manufacturers, but the company will extend every effort to the end that the public is well acquainted with the many advantages of the pump and are stimulated to see and inspect this marvelous new unit and ultimately install one in their home.

## Death Claims Four Gulf Staters



Mr. Simpson



Mr. Cardwell



Mr. Junot

The editors regret that a picture of Mr. Papin was lost from our files.

**FOUR** Gulf Staters — two active employees and two annuitants — were taken by death during the space of a few weeks in September and October. They were John Henry Simpson and Fount Pitts Cardwell of Beaumont, Toncelle Lewis Junot of Navasota and Louis A. Papin of Lake Charles. To relatives and friends of each man, PLAIN TALKS offers deepest sympathy.

### J. H. Simpson

Mr. Simpson was born Nov. 3, 1890, at Hot Springs, Ark. He began work with Gulf States as a serviceman's helper in Port Arthur in 1923, and he later moved to Beaumont to hold jobs as patrolman and meterman before becoming a serviceman in the meter department. A World War I veteran, Mr. Simpson served in the Army during the years 1916-1919.

Nearing his 63rd birthday, Mr. Simpson died October 7 in Veterans Hospital at Houston. Survivors include his wife and one son, J. C. Simpson, both residents of Beaumont. Although he was under treatment prior to his death, Mr. Simpson was listed as an active employee.

### F. P. Cardwell

Born Nov. 25, 1868, at Mt. Pelie, Obion County, Tenn., Mr. Cardwell was nearly 85 when he died September 25 at Dallas, where he had been residing with his daughter and only immediate survivor, Mrs. Joseph D. Shaw. He retired from Gulf States in 1946 after 19 years as right of way agent.

Mr. Cardwell began work in Navasota and remained until most of the big building job there was completed, then transferred to Beaumont in 1932 and was employed by system engineering until his retirement. Widely known in the Company's service area — particularly among landowners in Texas — Mr. Cardwell had a colorful and varied background that made him an authority in his field. He had been a tobacco buyer, real estate dealer, merchant, attorney, and loan and land

department representative for an insurance firm before joining Gulf States' ranks.

### T. L. Junot

Mr. Junot's service anniversary date was in July, 1927, when he was employed at Trinity. Afterwards, he was occupied with ice and water department and production equipment jobs in the Navasota Division, finally becoming property maintenance repairman at Navasota, the post he held at the time of his death.

A native of Rayne, La., Mr. Junot was born Jan. 5, 1891, and died at his home October 19, aged 62, while an active employee. Survivors include his wife; three daughters, Mrs. Lucille Rothrock of Lafayette, Mrs. Bessie Morgan of Jennings and Mrs. Frank Falco of Navasota; one son, Robert of Navasota, also a Gulf Stater.

### Louis A. Papin

A veteran of 22 years service upon his retirement in 1946, Mr. Papin's employment record dates back to 1924, when he began work at the old Lake Charles ice plant. Later he became water maintenance man and messenger, remaining in Lake Charles during all his service. He died October 24 following an illness of six weeks, aged 79. Mr. Papin was born at Momara, Ontario, Canada.

Survivors include his wife; four daughters, Mrs. B. D. McCullough, Misses Iva Mae, Vergie L. and Melva L. Papin, all of Lake Charles, and six sisters. Miss Vergie L. Papin is an employee of Gulf States.

#### Employee's Wife Hurt

Misfortune befell a Navasota Gulf Stater's family this month when his wife suffered a fractured right hip in a fall on the steps of an apartment. The victim is Mrs. D. L. Murphey, wife of the Navasota Division maintenance crew foreman. PLAIN TALKS wishes Mrs. Murphey a speedy convalescence and recovery.



# PLAIN TALKS



## REPORTERS

### BATON ROUGE DIVISION

Julia Marie Amrhein..... Electric Dept.  
Rosemary Stegall ..... Gas Dept.  
Ella Andre Wendt ..... Louisiana Station  
Margie Force ..... T & D

### BEAUMONT DIVISION

Lola Martin..... General Office  
Tom Stiteler..... Line  
Minnie Wilbanks..... T & D  
Lonnie McDougale ..... Customers Acc'ts.  
Tennie DeVore ..... Liberty District  
Betty Greathouse ..... Neches Station  
Reba Willey ..... Orange District

### LAKE CHARLES DIVISION

Fay Denny..... Lake Charles Division  
Dorothy Mitchell ..... Customers Acc'ts.  
Dot Heard ..... T & D  
Eddie J. Belair ..... Jennings District  
E. C. McGehee ..... Riverside Station  
Joyce L. Muffoletto ..... Lafayette District  
Pat Peveto ..... Sulphur District

### NAVASOTA DIVISION

Jeanette Sangster..... Navasota Division  
Mavis King ..... Conroe District  
Louise Satory ..... Calvert District  
Jane Bazzoon ..... Cleveland District  
Raymond T. Wright ..... Huntsville District  
I. C. Moore ..... Madisonville District

### PORT ARTHUR DIVISION

Rosemary Vaught..... Port Arthur Division  
Lorraine Dunham..... T & D  
Elizabeth Whatley..... Nederland & Port Neches

## SYMPATHY

Isaac Elbert Doan, father of Navasota Division garage foreman D. M. Doan, died at his son's home this month at the age of 78. PLAIN TALKS offers sincere sympathy to Mr. Doan's family on behalf of all Gulf Staters. The elder Doan had lived in Navasota for the past 25 years. He is survived by his wife, three daughters and three sons. One daughter, Ethel Doan, is a former Gulf States employee there.



Vidor civic and social organizations meeting in the Orange County sub-courthouse assembly room can look forward to having a helping hand from Reddy Kilowatt when cooking or preparing meals. On September 30 a new electric range was installed in the meeting room for the benefit of groups holding cooking demonstrations or preparing meals for their own organizations or other groups meeting there. The range purchase and installation, approved by County Commissioner Harold Carter, was sold by Woods Grocery and Market at cost and installed free by Gulf States. The picture shows the range and the Pine Forest Home Demonstration Club who prepared a meal for the Lions Club recently. Members are, left to right: Mrs. Evert Cotton, Mrs. M. B. Stevenson, Mrs. Carra Moore, Mrs. A. T. Anderson, Mrs. Chester Moore, Mrs. H. W. Peveto and Mrs. T. W. Kelly. Mrs. W. D. Shannon was not present for the picture.



Good relations with dealers long has been a "must" at Gulf States, and at Port Arthur the Company was host to G-E folks for an electric cooking demonstration at the GSU "kitchen" on the sales floor. The men cooked a fine steak supper for the gathering, which included several ladies. Gulf Staters in the group were Residential Sales Supervisor C. G. "Blackie" DeCuir (far left), Home Service Advisor Kathryn Smith (fourth from right) and Floor Saleslady Mittie Dunn (third from right).

## Cleveland Gets New Lighting

Twenty-eight new mercury vapor lights for the downtown district of Cleveland are in use, according to District Superintendent Roy Hudspeth. The purchase followed a successful

trial installation of a smaller number of the new brilliant, glare-free type of lighting being placed in use in so many communities in the Gulf States service area.



# Service Awards

## FORTY YEARS



**C. R. Russell**  
Production  
Baton Rouge

## THIRTY YEARS



**E. W. Austin**  
Personnel  
Beaumont



**E. E. Mathews**  
Production  
Beaumont



**Fred Carter**  
T & D  
Beaumont



**W. R. Allen**  
T & D  
Navasota

## TWENTY YEARS



**George Bunch**  
Production  
Baton Rouge

## TEN YEARS



**C. E. Lawless**  
Production  
Baton Rouge

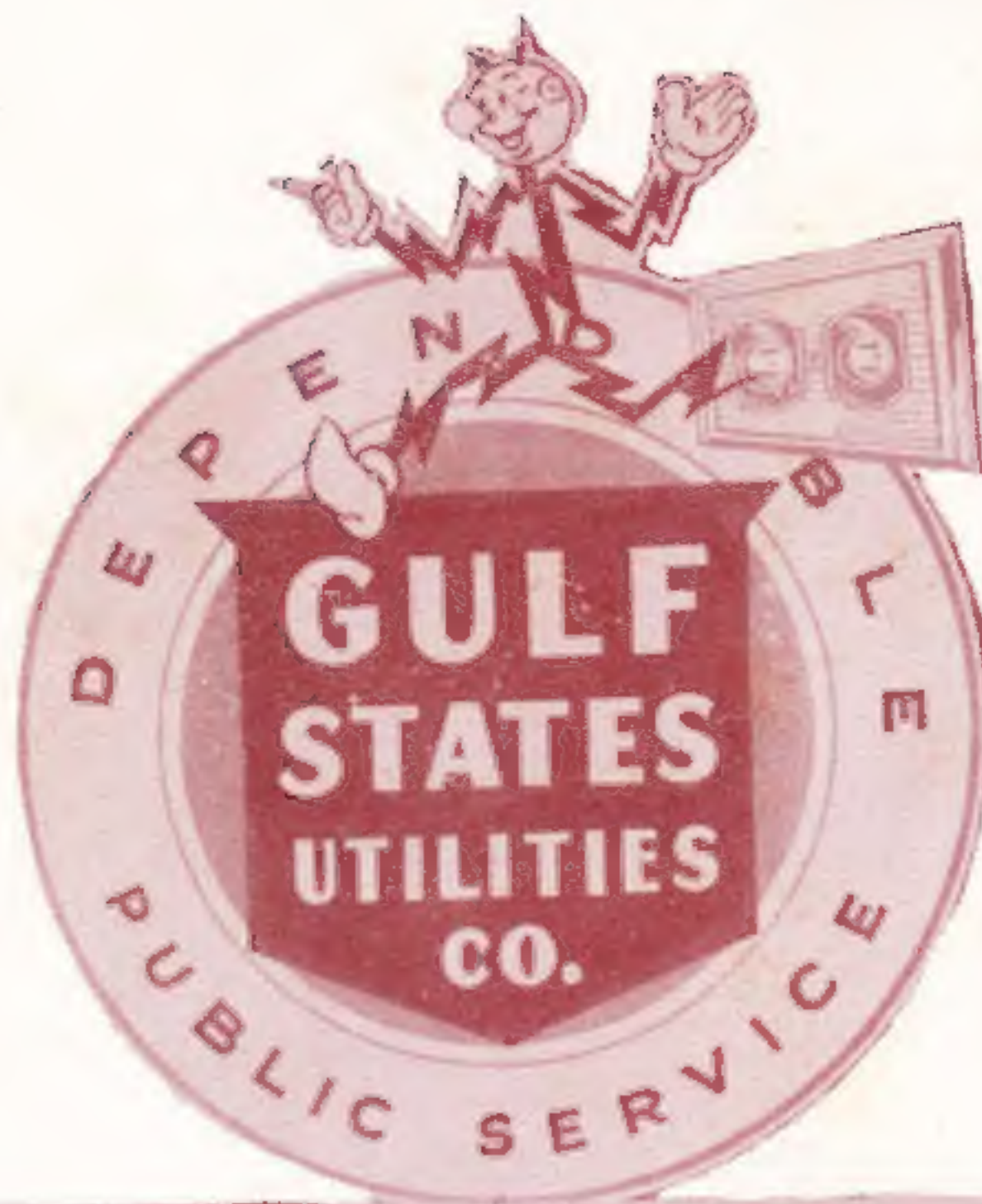
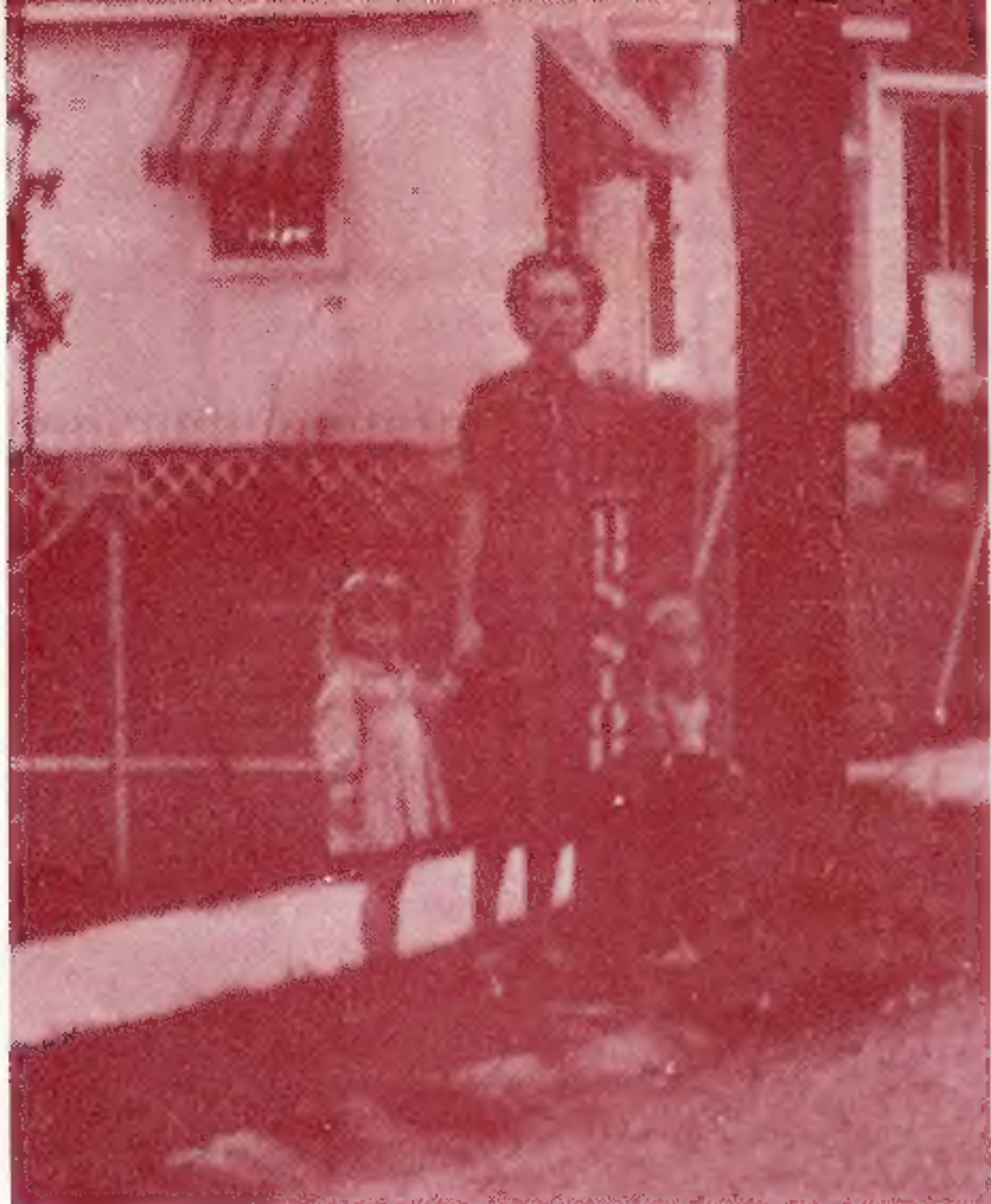
## COLORED DIVISION

## THIRTY YEARS



**John Triplett**  
T & D  
Baton Rouge





# STOP

**YOU** are in a hurry to get home from work, or from a nerve-frazzling day of Christmas shopping. Traffic is heavy and the sidewalks are crowded. Your mind is occupied with a dozen details.

It's mighty easy to overlook the woman and her two small children on the curb ahead. Perhaps it is raining a little. The sun sets early these days and darkness comes with surprising swiftness.

So does death, sometimes.

The result is that more pedestrains are killed in November and December than in any other months. While walking or driving, especially this time of year, why not give that a thought now and then, and use a little added caution? Stop and take a second look . . . think twice . . . if there is any chance for an accident.

The human body is a helpless, pathetic target for a car or truck.

